



A young visitor



The Kennedy Clan on parade, young & old



A brief respite at a SHUSA charity booth

Suggestions for Highland Games Organizers

Dave Berger, Vice President, St. Andrew Society of Milwaukee

Presentation at the Sixth Annual

North American Scottish Leadership Conference at the Scottish Home in Chicago

Based on his observations of Games from around the world, Dave Berger observed that the basic formula for Scottish Games is the same for all Highland Games, no matter where in the world they are given. They all have the requisite caber tossing, dances, etc. But in the United States, he noticed, more is made of these events. U. S. Games are more of a social/family festival, with more clan/family mingling. *(The Campbell Rinker Study showed that these are key ingredients in maintaining interest in such activities.)*

In the United States there are over 250 games annually. Sponsors traditionally worry about getting the word out, breaking even financially, and creating a successful experience for attendees.

Based on his observations, combined with data mined from the Campbell Rinker Study <http://www.cosca.net/ClaymoreBulletins> Dave had the following suggestions:

- * Advertise as a Festival instead of Games. For example, call it a "Highland Fling & Celtic Festival".
- * People like to shop, so have plenty of booths available, including Scottish charitable ones like COSCA and SHUSA.
- * Have a booth for the Tourism Board or a travel company (airlines, car rentals, travel agencies) with travel literature.
- * For sponsors, approach liquor, pubs, restaurants, & media companies.
- * Ireland has a lot of outreach in their festivals: Explore <http://www.irishfestival.com/cultural.html>
- * To get the word out, advertise and use electronic media with announcements on websites like COSCA, SHUSA, & Electric Scotland.
- * Create a Facebook page just for your event & invite lots of friends to be on it.



Dave Burger