

# Dublin Literary Award 2020

# #DubLitAward



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

# Award Strategy 2020



- ☐ **New Partnership with International Literature Festival Dublin (ILFDublin) and DCC Arts Office**
- ☐ **Collaboration with Irish Embassy, London to announce winner**
- ☐ **Strong messaging on social media**
- ☐ **Online Presentation of Shortlist books using actors on film**
- ☐ **Festival content from ILFDublin to animate the shortlist**
- ☐ **Excellent engagement with press**



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BESTS

INTERNATIONAL

# DUBLIN LITERARY AWARD 2020



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## 2020 SHORTLIST



WINNER ANNOUNCEMENT 22 OCTOBER

[dublinliteraryaward.ie](http://dublinliteraryaward.ie)





# Winner Event at ILFDublin 2020



- Filmed with help from Lord Mayor, CEO, ILFDublin team, Guinness Storehouse Irish Embassy London
- Viewed by **1,273** people all over the world
- **310K** impressions on Twitter



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**Longlist**

**4<sup>th</sup> February**

**Shortlist**

**25<sup>th</sup> March**

**Winner 20<sup>th</sup> May  
at ILFDublin**

**[Dublinliteraryaward.ie](http://Dublinliteraryaward.ie)**



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## Dublin One City One Book 2020

Featuring *Tatty* by Christine Dwyer Hickey



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# Strategy 2020:

- ☐ Develop website and increase content
- ☐ On-street messaging with banners / digital screens
- ☐ Push BorrowBox app for free digital versions of Tatty
- ☐ Encourage bookshops to stock Tatty
- ☐ Social Media activity
- ☐ Online book discussions
- ☐ Podcasts
- ☐ Professionally produced videos using actor
- ☐ Author exposure through videos and radio interviews
- ☐ Flagship event shifted to online



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# Partnerships:

Dublin City Gallery The Hugh Lane

The New Theatre, Temple Bar

Dublin Book Festival

Farmleigh House (OPW);

Bray Literary Festival

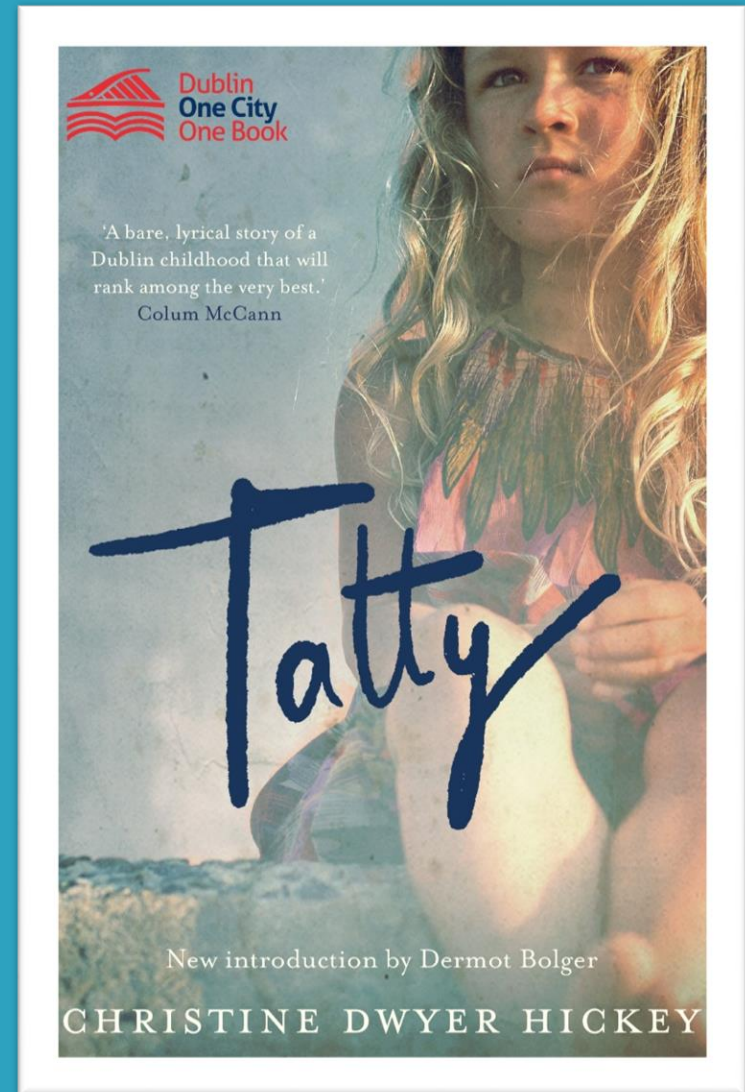
Little Museum of Dublin

Other Dublin Library Authorities

Dept Foreign Affairs

RTE Radio

National Library of Ireland



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# Outcomes for 2020

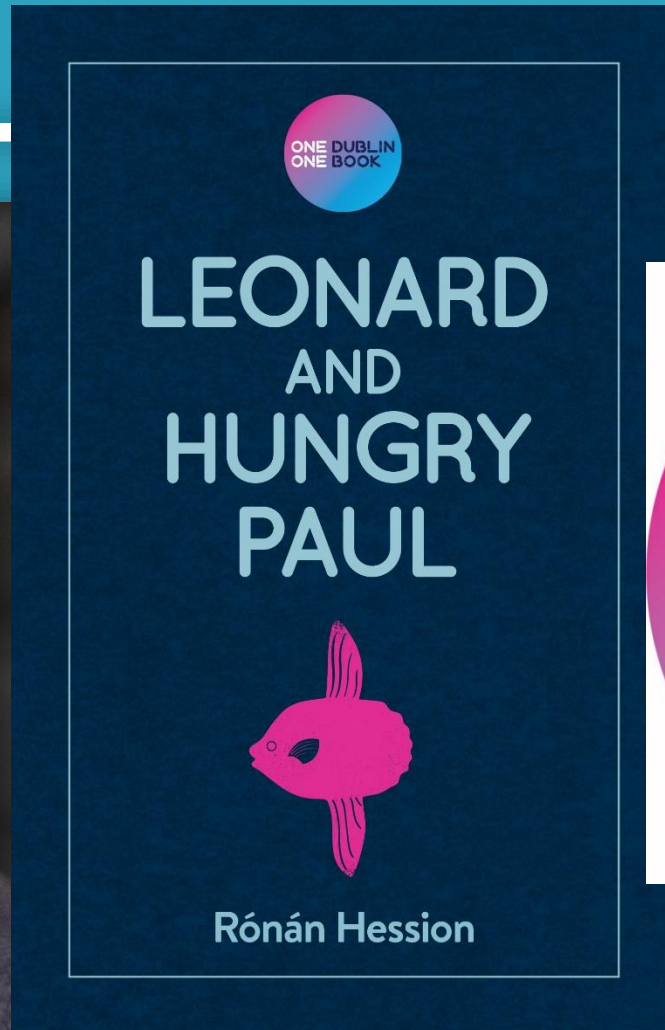
- Tatty most read book in Dublin City Libraries
- Positive engagement online
- Strengthening of partnerships
- Positivity among team and DCL colleagues
- Successful campaign for author



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# One Dublin One Book 2021

## April



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