



1st seminar – May 19th & 20th, 2011

PLACE

Palazzo della Regione Emilia Romagna
Via Aldo Moro, 50 (room C) Bologna - Italy

PARTICIPANTS

Party+

Muriel Allart
Yoan Pesesse

Fêtez Clairs

Catherine Jouaux
Tiffany Fukuma-Schafran
Sylvain Brothier
Thierry Charlois

Q de Festa

Tes Cuadreny Peiró,
Noel Garcia López
Òscar Parés Franquero
Patricia Ros

Safer Clubbing

René Akeret
Alexander Bücheli
Peter Menzi
Sam Frey

Quality Nights

David Leclercq
Jérôme Puigros-Puigener
Philippe Lebacq
Christophe Wasselin
Jochen Schrooten

Lisbon Label

Filipa Soares

Chill out Potsdam

Rudiger Schmolke



The Party+ Seminar arises from the Nightlife Empowerment & Well-being Implementation project which has received funding from the European Union, in the framework of the Health Programme

REPORT

Thursday May 19th

9:30 : Introduction: welcome speech, Seminar agenda and objectives

- *Muriel Allart, Party+ Manager*

10:00 : Latest news of Labels and Charter members of PARTY+

- *All Labels and Charter*

Party+

First expert visit in Cyprus by Thierry Charlois about their Label "Safer Nights".

First draft of "10 things you should know for implementing a Safer Nightlife Label".

The website will be online in September.

Q de Festa

Launch of a peer group, the "Tarragona Kommando" and presentation of the associated materials (the kit of pleasure).

The club owners are happy about the process and the material. They have been integrated in the process in the past and relations with them have improved as a result

A link is developed between nightlife and tourism.

Organization of "Mister Night" and a conference about nightlife (with owners, parents, representatives for culture, tourism, health, the city...).

Fêtez Clairs

General Assembly in March.

Main success: Fêtez Clairs peer group.

Collaboration with Quality Nights about the communication plan.

Difficulty to increase the number of clubs involved.

A new challenge: integrating bars.

A new project: a chillout bus driving around the city.

Safer Clubbing

General Assembly.

Two level of membership: Basic and Premium.

SC is now well known among club owners but nightlife is very flexible: some clubs are leaving and new clubs are joining the Label.

The 6 sections are trying to develop solutions for clubs more distant from big cities.

Solutions are proposed to other clubs even if they are not part of Safer Clubbing.

The situation is specific in Switzerland: many limitations are already integrated within the law.

Quality Nights

Extension in other cities and region: Mons, Lille (France), Charleroi and the Province of Luxembourg.

A new presentation tool has been edited.

A big event is prepared for October in Brussels, focusing on the "free water" service.

10:30: *Coffee Break*

11:00 A positive communication on nightlife
- David Leclercq, Quality Nights
See attached PowerPoint.

In light of observation from club owners in Brussels:

- Clubs are very often the last places where partygoers end up their night. After an after-work drink with their colleagues, a late dinner with their friends and a few drinks in a bar, they end up in clubs with little money left to spend (max 10 Euros/person) but lots of potential trouble to get into. Some club owners feel they are pointed at as the “root of all evil” but the reason is really that they are the very last to close.
- According to club owners, when they go out to party, clubbers and partygoers would not be receptive to messages telling them what to do or not do.

To help strengthen these messages, communication around Charters & Labels:

- should promote the idea of fun, pleasure, party, music, culture, dynamism, positive reputation of a city/region/country, and the concern of club owners for the well-being and health of their public.
- should avoid reinforcing ideas such as drugs, noise, alcoholism, violence, unprotected sex, rape, car accident and various other troubles.
- should promote a positive image on nightlife focusing especially on clubs and venues participating in Charters & Labels.

1. Direct communication to the target groups

* Communicate positively: to promote and encourage. We should pay attention to connotations of words, for instance when choosing a name for Charter & label or defining a visual identity or a specific campaign. *Do not have unprotected sex >< Condoms are available for free here.*

* From the beginning of the project but also while defining/evaluating a message, it is essential to involve target groups (public and club owners) in order to make sure messages are adapted to the needs, well understood, correctly formulated and designed.

* Congruence (French word) = consistency between what we think / what is done / what is said. A message has to be “congruent” to achieve its goals.

2. Communication by & between (various & numerous) stakeholders

Positive communication on nightlife also works through the way we say/what we say between partners.

The direct partners should be the very first ones to communicate about Labels & Charter.

“It has to be taken into account that many stakeholders contribute to build up images and impressions. It is all the more important to identify who is taking part in this process and what can be done (or not) to improve the image of nightlife and the visibility of our Charters & Labels

3. Communication through Mass Media

Very often, we have experienced that communication through mass media was in reaction to a “bad” article where wrong or partial information is spread. To be effective, it is essential to be proactive and to be prepared, for instance through a communication plan.

Make sure you do not miss your target. Your message has to be one, clear and relevant (sexy).

A few tips to communicate through mass media:

- List the different media and identify which are the most relevant to achieve your goals. Be creative and avoid communicating only to usual institutional media. Think about social networks, chats, newsletters, cultural press, associative contacts, etc.;
- Be proactive, do not wait for the rush to contact journalists and explain your project. Have regular contacts;
- Identify somebody to communicate with the mass media. Prepare your communication and take time to work on your answers. Speak only about real facts, do not get stuck into (easily hazardous) political or meta analysis. Be honest and to the point. Make yourself available for face to face interview. Think about the message, the words you use or the look you have, and what they will promote. Give your e-mail and cell number.
- If you think it could help, suggest the exclusivity to one journalist with whom you will take time to work on a bulletproof communication;
- Take care of your journalist: Be available for journalists as an “expert” on nightlife and health when they have questions for you even if it is outside your specific project. Make their job easier by providing them with a computer version of your dossier, possible title for the article, food and drinks if you organise a press conference, etc.
- Provide them with one clear and short message, something relevant (avoid to create “fake” news to be in the press every day);
- Provide them with picture, video, logo, places to visit, key persons to interview, etc. Think fun and visual.

Other tips and comments emerging from the debate:

- Use creative headlines, humor.
 - Define your values.
 - Health is not unique. Think about body health, mental health, social health, economic health, city health...
 - Clubs are ok for becoming safe but not healthy.
 - Clubs are places to meet people. At first, they are cultural and artistic places. They need to be creative and subversive.
- Examples of subversive campaigns:
- “Silent discos” (people with headphones), “Underage party” (clubbing for – 18 people), “FREE DRUGS information”
 - We have to adapt our messages to different kind of partygoers.
 - Direct communication within the project is important: in Safer Clubbing, the round tables decreased the number of controls in the clubs in Zurich.
 - When something happens, or before, having the direct phone number of a stakeholder helps.
 - The project leader has also a mediation role.

Check list. Questions to ask ourselves when communicating on our Labels and Charters:

Does my message give a positive image on nightlife? Is it well prepared? Is it sexy?
Can I summarize the main message? Is it one, clear and relevant? Is it consistent?
Is it tested on a target group? Did I brief my partners?

Ideas for the NEWIP EU Night: “Nightlife is positive”, “Lively Nights”, “Save your nightlife”.

13:00: *Lunch*

14:30: Safer nightlife Labels' promotion by internet 2.0

- Noel Garcia López, *Q de Festa!*

See attached PowerPoint.

There are many tools and technologies. The question of the working time needed is important.

Some examples:

- Facebook helps to communicate with club owners and partygoers: to inform clubs about new trainings and new tools, to inform partygoers about interventions in clubs...
- Twitter is good to generate traffic on a website.

How to work inside Party +? Each label could contribute in communicating about Party+ news and events.

Answering these questions could help in this process:

- ➔ Which tools are used inside each label?
- ➔ Do we already use the potential of those networks?
- ➔ Do we create 2 networks: one for partygoers and one within/between professionals?
- ➔ Subjects: health policy, nightlife
- ➔ Networks can be used to get the opinion of partygoers.

For the moment, here are the tools used by the partners:

- Fêtez Clairs: Facebook + private Facebook group for the volunteers + Twitter
- Plataforma Nits Q: Facebook and Twitter
- Spiritek: Facebook
- Interreg: Facebook
- Partywise: My Space + Facebook
- Safer Clubbing: Facebook
- Matinée Group: Facebook + blog
- Quality Nights: Facebook

16:00: *Coffee break*

16:30: Building a partnership between health and commercial aims

- René Akeret, *Safer Clubbing*

See attached presentation document .

Not all clubs have commercial aims (some clubs have only commercial aims but we are not working with them within our Labels and Charters).

Most have them have cultural and artistic aims at first.

We have to take into account the club staff and not only the club owner. It's often like a "family".

The moment and the way you meet people is important.

For example: meeting someone in a stress at 3 AM generates different reactions than meeting this person at 3PM with a coffee.

There is a good side in the commercial aspect: to be efficient, to focus on the point.

What are the commercial partnerships developed by Labels and Charters with brands?

- Quality Nights: is thinking about developing partnership for health material (condoms, earplugs...). For other brands the point is to evaluate if there is no contradiction with our health philosophy.
- Fêtez Clairs: no collaboration with organizations that are solely commercial.
- Q de Festa! and Safer Clubbing : no commercial partnership.

The discussion went to the fears of club owners related with the integration of a Label or Charter:

- very long process.
- non official staff.
- non official capacity.
- Additional work.
- uncool (bad for the fame).

18:00: **First conclusions**

The communication, both internal and external, is really important.

We want to change people's mind but we also have to change ours:

- be more aware about what happens in social network;
- think about clubs more as cultural and artistic places.

Short sentences of the participants as a conclusion of this first day:

- We need to be patient.
- Positive to hear situation of other countries.
- We face the same prejudice, problems.
- NGO's can be actors of mediation between clubs and administrations.
- We have many things in common.
- Links created with clubs owners and staff.
- All together, all subjects.
- Fears of the club owners.
- Build up a European communication.
- Capacity to transfer this information?
- Build up something common.
- Congratulate ourselves! Because projects are there.
- Partygoers should be represented.
- Different labels, different implementations.
- There is a common language to build.
- Lots of ideas to bring back.
- Good atmosphere!
- Informal side: come to Bologna to meet my Flemish colleague!
- Many media, many people struggling together.
- We are human, responsible and we have values.
- Starting a label: different experiences, strategies and difficulties.
- We have to be more subversive!

Friday May 20th

9:30: The management of peers' involvement in our projects

- *Thierry Charlois, Fêtez Clairs*

See attached presentation document.

There are different kinds of volunteers in the Labels and Charters and not all projects are working with volunteers. For example, it doesn't work in Switzerland - maybe because of the clubs' more trendy "style".

In Brussels and Wallonia, it is most difficult to recruit volunteers for trendy clubs.

In the Fêtez Clairs project, the volunteers receive a card with their picture, which enables them to enter all members' clubs.

Volunteers often have professional interests in the background: they are working in areas of arts or communication.

In Q de Festa!, the Kommando members are both professionals and volunteers. The added values for them are for example free entrance and free drinks.

Working with volunteers can help reaching different objectives:

- having a better view on what happens in clubs (problems, new trends, respect of the criteria...)
- be part of a dissemination and communication strategy (volunteers talk positively about the Label or Charter to their friends...).

10:40: *Coffee Break*

11:00: Having a better view of what really happens in nightlife venues (behaviours, practices, risks taken...)

- *Òscar Parés Franquero, Q de Festa!*

See attached PowerPoint.

12:10: Conclusions

- *All Labels and Charter and Muriel Allart*

Communication is definitely an important part of our job.

We should continue to investigate this topic and stay in touch with what happens in social networks.

We thought that we had to find more links between health and commercial aims but we discovered that it's more between health and culture that links should be found.

Another topic which we should share in the future is the training of the clubs' staff. Which contents? Which methodology? What are the needs of the clubs?

Which brings us to this question: "How could we work more closely with the clubs' staffs?". They are also partygoers, peers of the public and a link between clubbers and Labels.

Maybe they will help us be more cool and subversive!

Suggestions of the participants for the next Party+ seminar:

- Staff training
- Work with bars
- Commercial value for a club
- Funding at a national level
- Links with culture
- Targeting non drug and alcohol users
- Work with trendy venues
- Enlarging the network
- Partnership with commercial companies

12:30: Lunch



On Friday afternoon there was the possibility to attend the second part of the

SAFER NIGHTLIFE CONFERENCE

New strategies to promote health in the nightlife venues

14:30 Luciano Gamberini - Human-Technology Lab, University of Padova
Implementing new technologies for prevention and harm reduction

15 :00 Muriel Allart - Modus Vivendi / Party+ Network, EU
Quality labels for Nightlife venues: what the PARTY+ network can do for you?

15:30 Thierry Charlois – Fêtez Clairs, Paris / EU Drug Policies Consultant
EU Nightlife Networks and EU resolutions

16:00 Mario Cipressi - Regione Emilia Romagna

16:30 Michele Marangi

SAME PLACE (Sala Polivalente).

Free entrance (limited to room capacity, 180)

Simultaneous Translation English-Italian available