



European
Regional
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Fund

GUIDELINES on Strategic Development of Fish Markets

Lessons learnt from the Fish markets project

Spread the idea to organize a fish market

- Discuss it with possible target groups
- Try to find out common interests
- Try to find out possible supporters

Look for co-operation partners, identify the main target groups

- Tourist boards, Tourism service providers
- Local / regional authorities
- Fishermen
- Gastronomy
- Customers: residents and tourists

Jointly develop ideas for the fish market

- Tip: Combine it with local / regional specialities (e.g.: Fish & Wool)
- Involve local manufacturers, craftsmen and artists
- Develop creative ideas

Work out standards for quality, safety and sustainability

- Define and communicate standards of quality, safety and sustainability which must be respected by all involved parties

Jointly develop and agree on the programme!

- Respect and use local and regional traditions: folklore, cuisine, activities...
- Tip: "We love to entertain you!"
- Infotainment! Edutainment!
- Don't forget about entertainment for kids!

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Jointly agree on format, time frame, budget and financing

- Format? (S, M, L, XL)
- Time frame: One day event, one weekend, one week?
- Raw calculation of costs
- Who is able to contribute financially?
- Sponsoring possible?

Jointly agree on responsibilities

- To avoid misunderstanding or double work: clearly define responsibilities between cooperation partners
- Agree on the right to make binding contracts
- Carry out working meetings, regularly where persons shall report on progress

Take measures to ensure necessary logistics, staff, infrastructure and safety

- Check the legal framework
- Prepare necessary applications / permission procedures
- Contact authorities in time

Develop and implement plans for public relations and social media

- Try to involve media in the preparation process
- Try to find professionals for PR work who will be able to develop and implement appropriate strategies

Invite partners to your fish market

- Communicate organizational matters, frame work conditions, costs and other obligations
- Communicate aspects of quality, safety, sustainability

Invite the public to your fish market

- Use different media to publish the invitation to your fish market
- Take care on “6 Ws”: Who? What? When? Where? How? (Why?)
- Communicate to tourists and residents
- Let professionals work!

Implement and finalise preparations and organization

- Final check of the work status
- Last corrections
- Last steps to do

Perform the fish market and make it a success!

- Don't forget to plan bad weather alternatives
- Give necessary instructions to the service staff in time
- Plan a moderator
- Plan responsible persons for diverse problems of visitors

Afterwards: Jointly evaluate the event together with co-operation partners

- Plan a after-show-meeting to say thank you to contributors and to ask for their feedback

Jointly wrap up!

- Sum up the findings and send them (in a short written form) to cooperation partners, as a basis to further improve the next fish market

Start developing the next fish market!

- Improve the processes - after evaluation.
- No doubts – fish markets are highly appreciated by tourists and residents! They will be grateful.
- Be creative – try out new ideas!
- Be aware – there will be even more guests during the next fish market!