

ULYSSES European Odyssey
Contemporary Theme Symposium

ACT III - 2024

XIII
Dublin

HOMESWEETHOME

ITHACA

Museum of Literature Ireland

PARTNER:

1. Organisation name	MoLI
2. <i>Ulysses</i> episode	17 – Ithaca
3. Name of individual who led on organising symposium	Benedict Schlepper-Connolly

MARKETING:

1. How was your symposium marketed?	Newsletters, organic social media, paid social ads
2. What do you feel it achieved in terms of reach?	Effective at targeting loyal and non-loyal audiences to the museum, evidenced by sold out events with diverse and broad demographics.

SYMPOSIUM EVENT(S):

1. Title (if any)	What is home?
2. Day and date held	8+9 June 2024
3. Duration (e.g. 2 x symposia x 2 hours, 1 symposia x 1 day etc.)	2 days, 3 hours each day
4. Form of symposium (e.g. guest speakers, conference, meal, workshop etc.)	A banquet with 17 invited speakers, informal discussion, and an array of foods from food cultures from around the world.
5. Venue	Old Physics Theatre, MoLI

LEADERSHIP:

<p>1. How was the symposium led / conducted?</p>	<p>It was structured around a series of 17 short talks on the theme of home, featuring people from many walks of life including artists, architects, social workers, bakers, activists and many more. Between each talk there was space for informal discussion to take place in a banquet-style seating arrangement that engendered conversation. Different foods, and information about their origin, was brought in throughout the event. Audience members were invited to fill in small questionnaires throughout also, feeding into MoLI's contribution to Ulysses European Odyssey's 309 project.</p>
<p>2. Name of moderator(s)</p>	<p>Benedict Schlepper-Connolly</p>

ATTENDEES:

<p>1. Number of attendees</p>	<p>17 speakers/participants 141 audience</p>
<p>2. Breakdown of attendees in terms of gender, ethnicity and age group.</p>	<p>47% Male / 52% Female</p> <p>71% White Irish 6% Black African 12% White European 6% White North American 6% Arab</p> <p>6% 18 to 24 24% 25 to 34 29% 35 to 44 29% 45 to 54 6% 55 to 64 6% 65 or over</p>

<p>3. Professional or other background info re: every attendee (names not required).</p>	<p>Asylum seeker Municipal arts worker Writer Irish language activist Baker Digital democracy activist Poet Youth Theatre Worker Artist Former homeless person Architect Ecologist Archaeologist Architect Climate activist Arts manager Museum worker</p>
<p>4. What sort of geographic spread across your city was achieved by the attendees present?</p>	<p>Inner City 33% North City 33% West City 8% South City 8% Commuter Belt 17%</p>
<p>5. What percentage were arts attendees</p>	<p>35%</p>

QUESTIONS:

<p>1. How many questions were collated?</p>	<p>30</p>
<p>2. How many questions on the partner's principal theme?</p>	<p>16</p>