

Run Sheet

2024 Daffodil Day Launch

Updated 25/01/2024

Date	02/02/2024
Start	10:00
Finish	14:00
Duration	4 hours
Location	Croke Park

Friday 2 February 2024

Time	Duration	Activity	Involved	Location
11:28	2 min	General welcome and housekeeping and welcomes MC, Brendan Courtney	Adam Abbott	Hogan Mezzanine - event space
11:30	10 min	Brendan Courtney welcomes everyone to the launch and tells of his own story and connection to cancer and introduces Irish Cancer Society CEO, Averil Power	Brendan Courtney	Hogan Mezzanine - event space
11:40	10 min	Averil Power speaks and introduces the 2024 campaign via the 'All in for Daffodil Day' video	Averil Power	Hogan Mezzanine - event space
11:50	2 min	'All in for Daffodil Day' video plays	-	Hogan Mezzanine - event space
11:52	3 min	Brendan Courtney responds to video and introduces case study one (Margaret Walsh and Amy Nolan)	Brendan Courtney	Hogan Mezzanine - event space
11:55	15 min	Brendan Courtney conducts interview with Margaret Walsh and Amy Nolan	Brendan Courtney Margaret Walsh Amy Nolan	Hogan Mezzanine - event space
12:10	2 min	Brendan Courtney introduces case study 2 (Deirdre O'Raw)	Brendan Courtney	Hogan Mezzanine - event space
12:12	6 min	Deirdre O'Raw tells her story in her own words	Deirdre O'Raw	Hogan Mezzanine - event space
12:18	4 min	Brendan Courtney conducts short follow up interview with Deirdre O'Raw	Brendan Courtney Deirdre O'Raw	Hogan Mezzanine - event space
12:22	2 min	Brendan Courtney introduces case study 3 (Peter Keating)	Brendan Courtney	Hogan Mezzanine - event space
12:24	6 min	Peter Keating tells her story in his own words	Peter Keating	Hogan Mezzanine - event space
12:30	4 min	Brendan Courtney conducts short follow up interview with with Peter Keating	Brendan Courtney Peter Keating	Hogan Mezzanine - event space
12:34	3 min	Brendan Courtney introduces panel (Emma McGuinness, Paul Markey and Paul Horan)	Brendan Courtney	Hogan Mezzanine - event space
12:37	15 min	Brendan Courtney conducts interview with panel	Brendan Courtney Emma McGuinness Paul Markey Paul Horan	Hogan Mezzanine - event space
12:52	8 min	Brendan Courtney officially launches Daffodil Day 2024 and wraps up the event	Brendan Courtney	Hogan Mezzanine - event space
13:00	60 min	Regional photo call commences	Brendan Courtney Averil Power	Hogan Mezzanine - foyer
13:20	40 min	Lunch service commences and lunch is served	Croke Park Events	Hogan Mezzanine - event space