FIRST PARTNER FEATURE

MyKabbi × Belfast Brief

A Belfast partnership bringing local discovery together with measurable results.



BELFAST BRIEF

Belfast November 2026

16 Belfast events worth putting in your diary – save the dates

DATE	EVENT	VENUE
1–7 Nov	Belfast Film Festival	Citywide
1 Nov	In Conversation	Lyric Theatre
5 Nov	Late Night Art	Citywide
5–15 Nov	Sound of Belfast	Various venues
6–7 Nov	NOS	The MAC
7 Nov	Inn's Cross Market	Saintfield Road
11 Nov	NI Music Prize	Ulster Hall
12–21 Nov	Outburst Arts Festival	Various venues
14 Nov	Christmas lights switch-on	City Hall
14 Nov	Christmas market opens	City Hall
15 Nov	Belfast City 5K	City Hall

NOVEMBER EVENTS CALENDAR



DEDICATED MYKABBI SLIDE

THE CAMPAIGN

MyKabbi, a locally founded Belfast taxi service, partnered with Belfast Brief across social media, our Tuesday weekly email and the November events guide.

The content provided repeated opportunities for local readers to discover MyKabbi.

30,000+

SOCIAL MEDIA VIEWS

Combined across social channels

75

DIRECT EMAIL CLICKS

To MyKabbi from Belfast Brief

+102

INSTAGRAM FOLLOWERS

Gained by MyKabbi in one week

HOW THE PARTNERSHIP WORKED

MyKabbi featured in Belfast Brief's November calendar, weekly social content, Tuesday email and online events guide. Each placement put the business alongside useful local recommendations.

EMAIL ENGAGEMENT

Our Tuesday email brought 75 direct clicks to MyKabbi. The edition went to 2,142 subscribers and recorded a 52.9% unique open rate.

WHAT THE RESULTS SHOW

The campaign generated more than 30,000 combined social media views alongside direct website traffic from the email. MyKabbi's Instagram following also rose by 102 in one week during the campaign.

These are combined views, not unique people reached. Follower growth coincided with the promotion and cannot be attributed solely to Belfast Brief.