

WEBINAR

# AUDIENCE ENGAGEMENT 101

Thursday, Aug 29th | 2PM ET  
via Zoom

CULTURE  
DAYS



“Paint Your Story” Prince Albert, SK, 2016.  
Photo by Kevin Hogarth

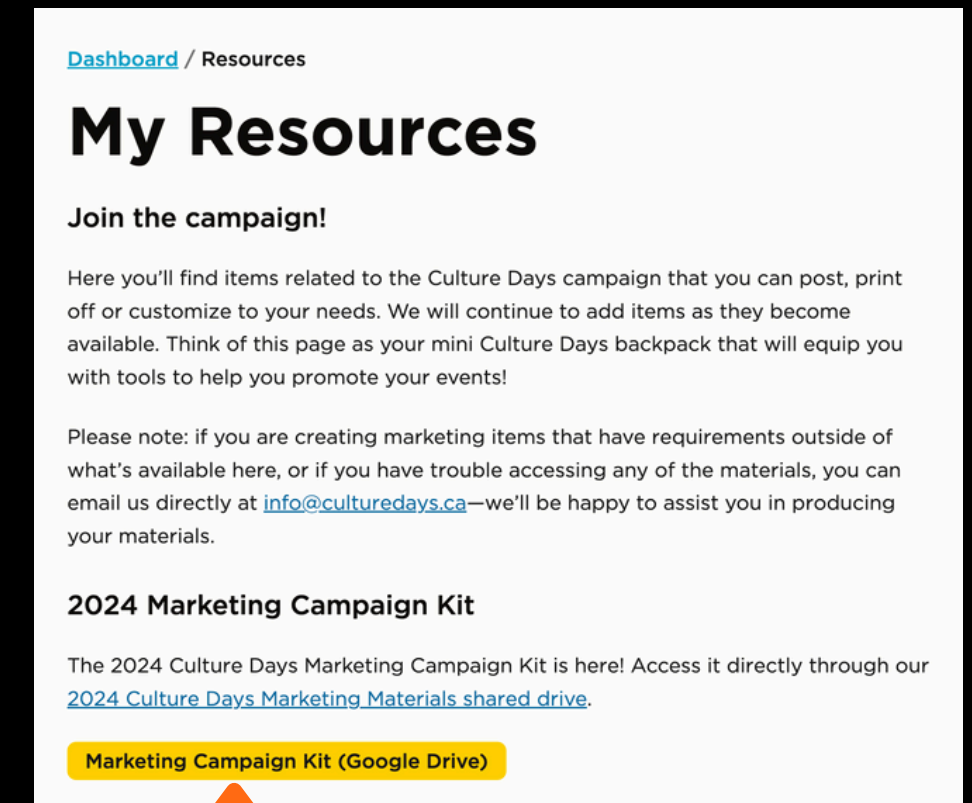
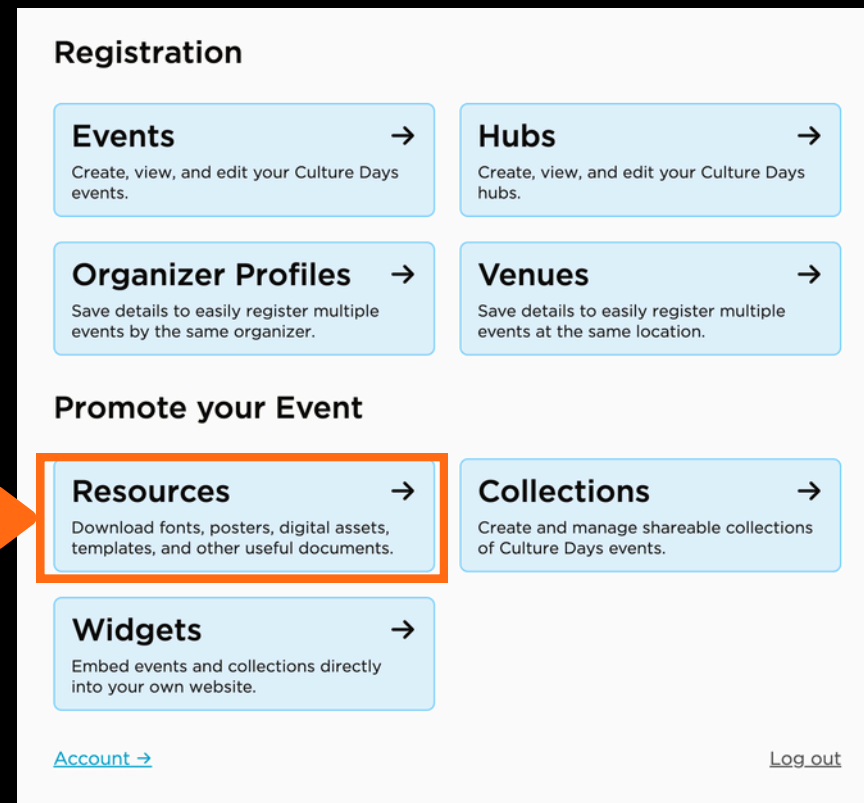
HOW TO ACCESS YOUR

# CULTURE DAYS CAMPAIGN KIT

**STEP ONE** Log in or make an account at [culturedays.ca/dashboard](https://culturedays.ca/dashboard)

**STEP TWO** Scroll down and select the blue “Resources” button

**STEP THREE** Click the yellow “Marketing Campaign Kit” button



**[MARKETING CAMPAIGN KIT QUICK LINK](#)**

CHECKLIST:

# EVENT PROMOTION RESOURCES



CLICK THE LINKS



**MARKETING**  
**CAMPAIGN KIT**

- ✓ [Culture Days Brand Guide PDF](#)
- ✓ [Logos and Fonts](#)
- ✓ [Campaign Posters](#)
  - Pre-made print and digital posters
  - Customizable poster file options
- ✓ [Social Media](#)
  - Pre-made posts
  - Animated graphics
  - Customizable social media posts
    - Banners, shapes, and graphics
    - Canva templates + instructions
- ✓ [Videos](#)
- ✓ [Media Relations Templates](#)

- ✓ [Outreach one-pager](#)
  - Print and digital files
  - French and English
- ✓ [Multilingual Assets \(18 languages\)](#)
  - Pre-made print and digital posters
  - Pre-made social media post
  - Customizable poster file options

HOW TO USE

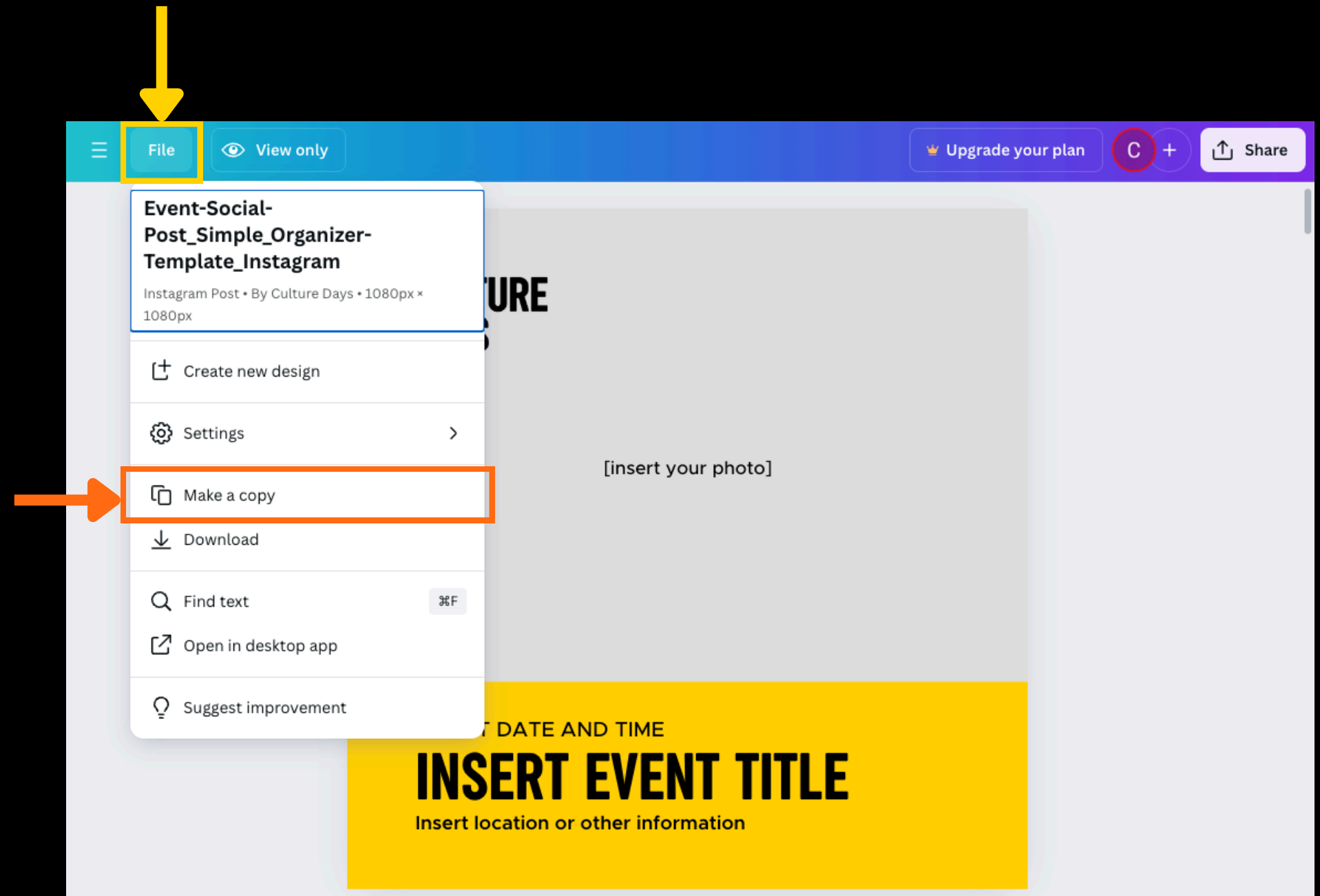
# CANVA TEMPLATES

**STEP ONE** Go to the Canva Templates Document in the Marketing Campaign Kit

**STEP TWO** Select any of the templates linked in the document

**STEP THREE** Click File > Make a Copy

**STEP FOUR** Edit the design and make it your own!



**HOW TO USE CANVA:**

[Written Instructions](#)

[Video Demonstration \(start at 11:05\)](#)

[CANVA TEMPLATES QUICK LINK](#)

HOW TO USE

# AUTO-GENERATED SOCIAL MEDIA POSTS

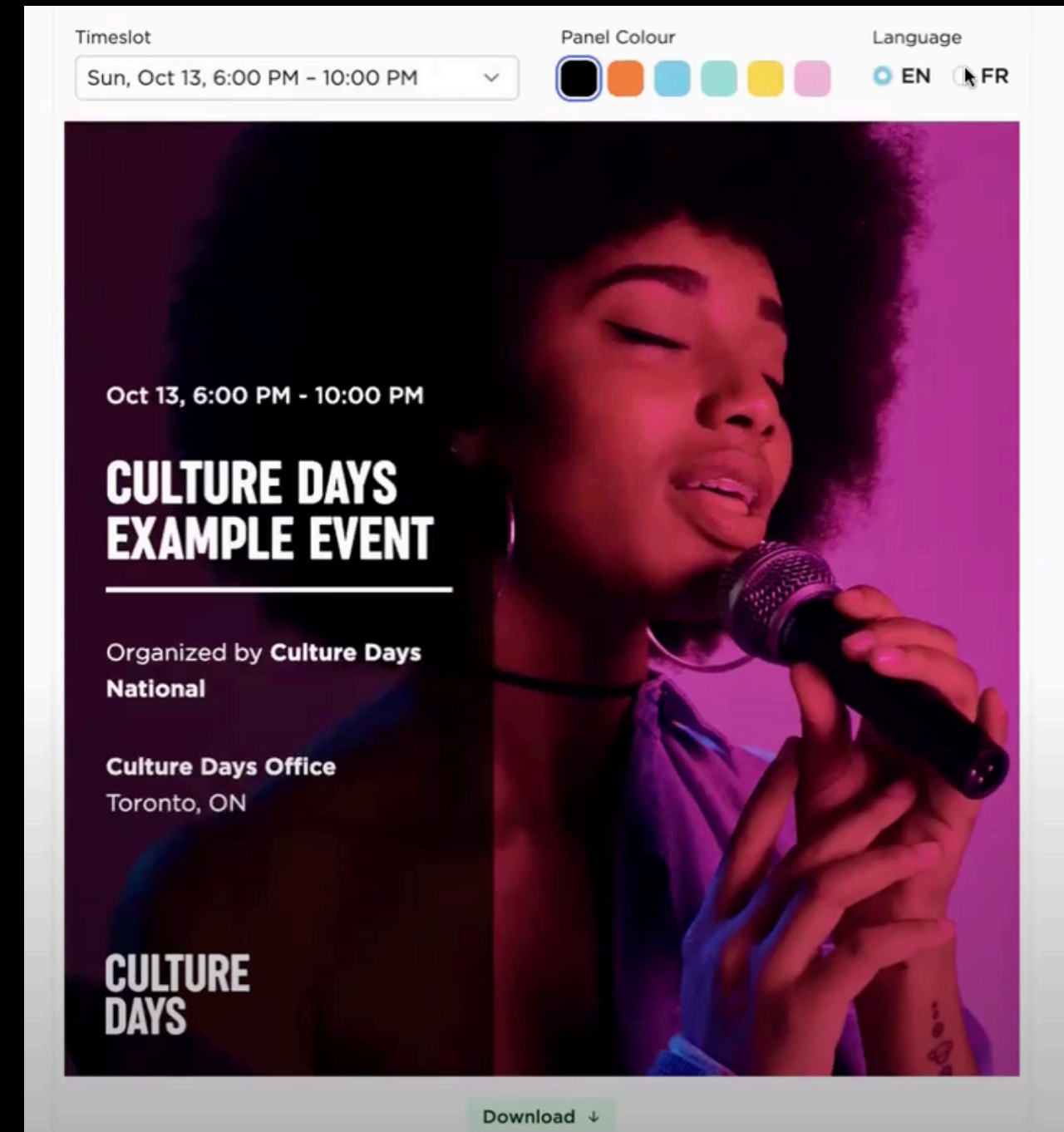
This tool automatically generates a social media post based on the information you already entered when registering your event!

**STEP ONE** Go to your dashboard at [culturedays.ca/dashboard](https://culturedays.ca/dashboard), then click “Events”

**STEP TWO** Select “Manage & Promote”  
NOTE: THIS TOOL IS ONLY AVAILABLE ONCE YOUR EVENT IS PUBLISHED

**STEP THREE** Select from the options, such as layout, colour, and language

**STEP FOUR** Download and post the image





**15 YEARS  
CELEBRATING  
ARTS & CULTURE!**



[culturedays.ca/newsletter](mailto:info@culturedays.ca)



[info@culturedays.ca](mailto:info@culturedays.ca)



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[Culture Days | Fête de la culture](https://www.linkedin.com/company/culturedays)



Deep Roots Music Festival, Wolfville, SK,  
2023. Photo by Scott MacAdam