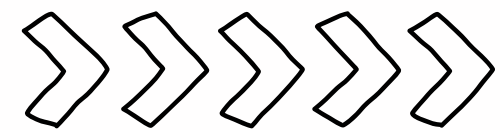
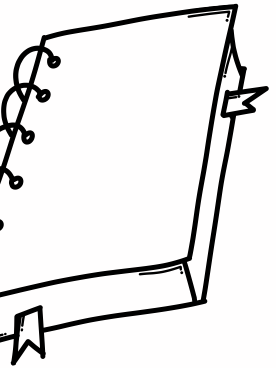
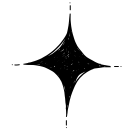
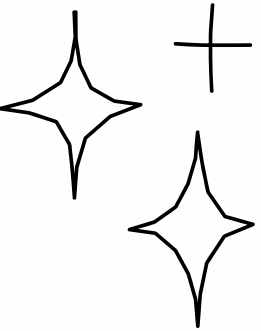
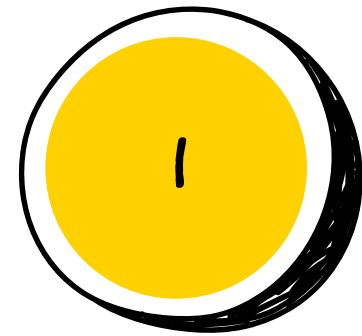


**FÊTE DE LA
CULTURE
DAYS**

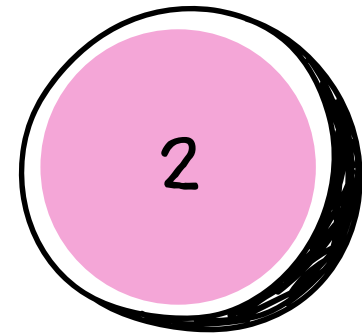
Promotions & Media Relations Guide



Today's Agenda



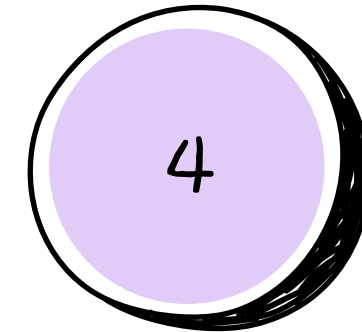
Key Messaging



Promotion



Collaboration

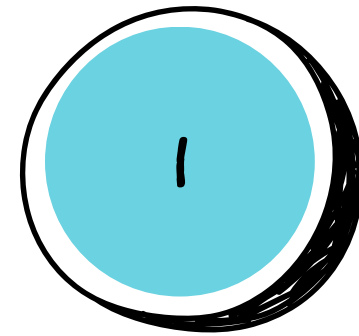


**Marketing:
Planning + Process**

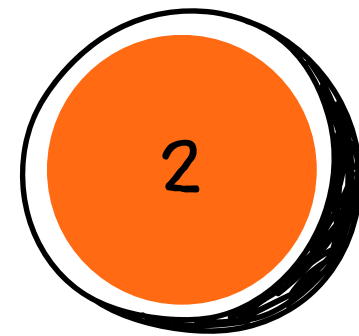


**Working With
The Media**

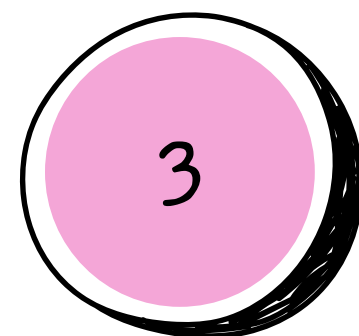
Why Use the Guide?



Increase Attendance



Build Awareness



**Create Lasting Connections
for Future Success**



**Culture Days [dot] ca
Resources**



Key Messages

**“A cross-country
celebration of
arts, culture and
creativity”.**



Keywords

Create

Share

Celebrate!

Unexpected

Inclusive

Free

Curious

Creative

Welcoming

Hands-on

Local

Colourful

Expression

Community

Fun

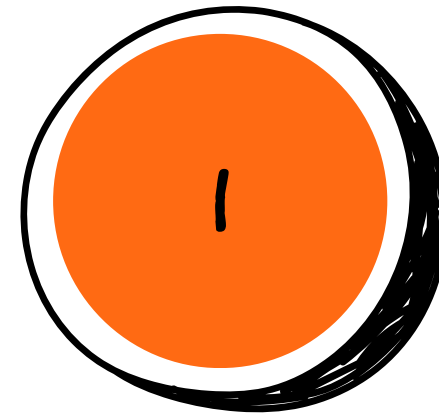
Promotion

Keep It Simple

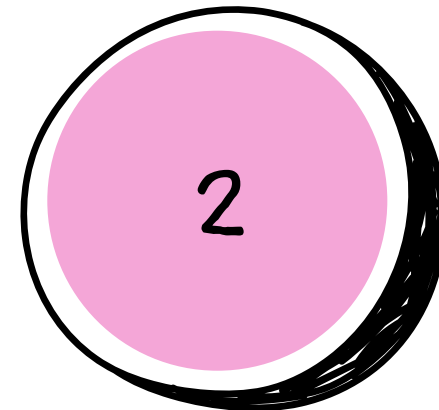
Build Connection

It's all about your Audience

Promotion



Take Notice



Take Action

Information | Direction | Benefits

Collaboration

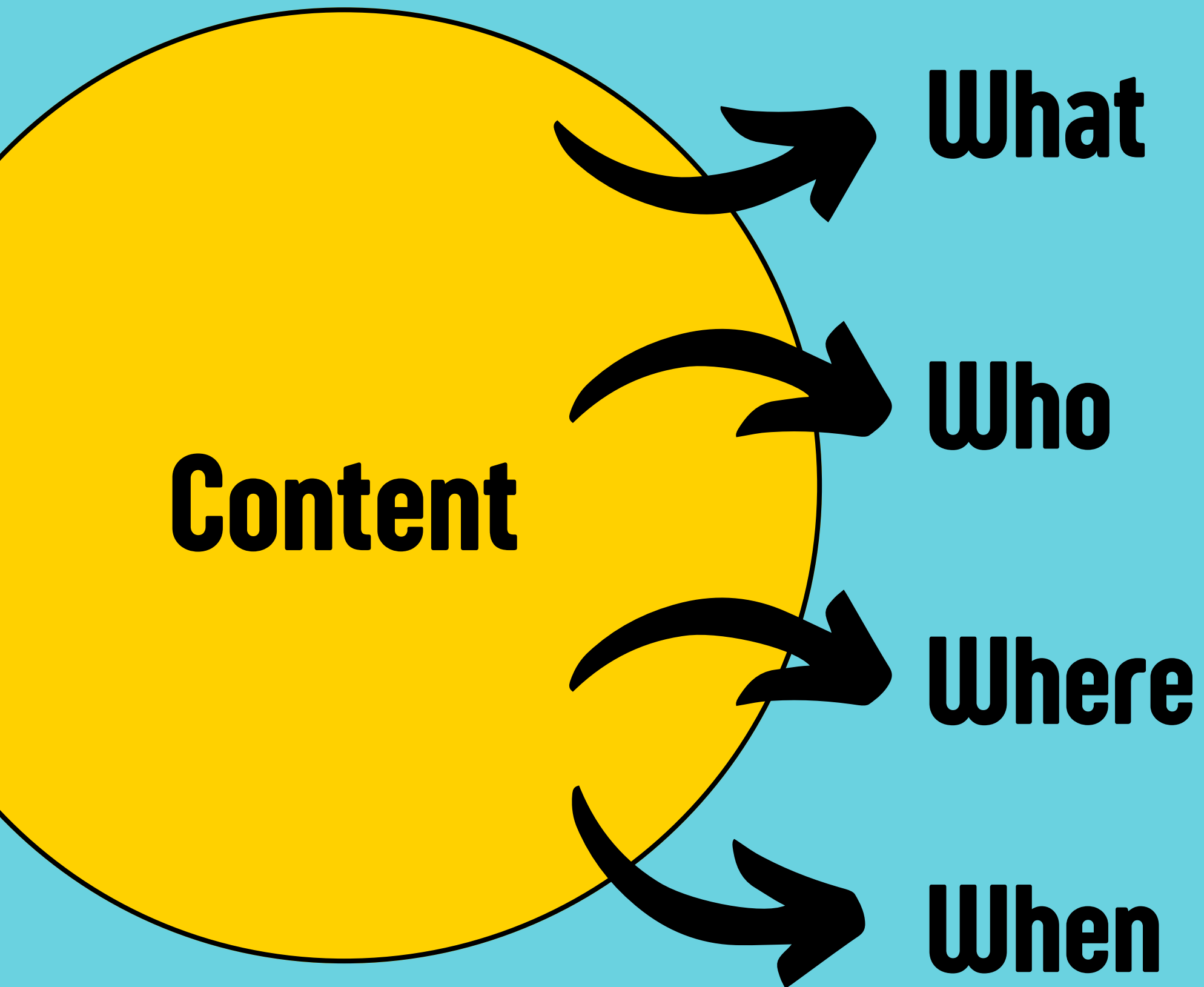
Better Together



- **Tap into new Networks + Audiences**
- **Maximize Efforts**
- **Increase Attendance**
- **Increase Exposure**

**Marketing:
Planning +
Process**

Plan for Success



- **What do people need to know?**
- **What formats best convey our message?**
- **What tools & platforms do we already use and excel at?**
- **What do we have the capacity to do consistently?**

Working with Media



The Pitch

Who → **Right Fit + Contacts**

What → **Is it newsworthy?**

Where → **Important Details**

When

Why → **What's compelling?**

The Ask

Short

Clear

Compelling

Follow Up

Prepare for Success



Thank You!