



LAST MINUTE PROMOTIONS!

**CULTURE
DAYS**

SEPTEMBER 22–OCTOBER 15, 2023

Registering your event with Culture Days allows you to:

- Connect to thousands of other events across Canada and find new audiences.
- Use the website's geo-locating search and map systems to attract attendees from your local areas.
- Take part in Culture Days annual multi-tiered advertising and promotion campaigns.



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culturedays.ca



DASHBOARD RESOURCES

Create a Culture Days account at
culturedays.ca/dashboard



Organizer and Venue Profile

- Save location and organizer information to your account, so you can auto-fill those corresponding fields when registering events.
- This is handy for those registering many events taking place at the same venue, or those organized by the same people.

NEW! Import information from your Eventbrite Events

- Enter an Eventbrite URL at the top of the event registration form to connect it to your Culture Days event.
- This includes the “Reserve Your Spot” feature in Eventbrite and can embed the pre-registration button right into your Culture Days events page.

Dashboard / Events / My Event

My Event

Fields marked * are required in order to publish your event. All information collected here will be displayed publicly, unless otherwise noted.

Save as you go to ensure you don't lose any work!

Tools

Eventbrite ^

Enter an Eventbrite URL to connect it to your Culture Days event.

Connect

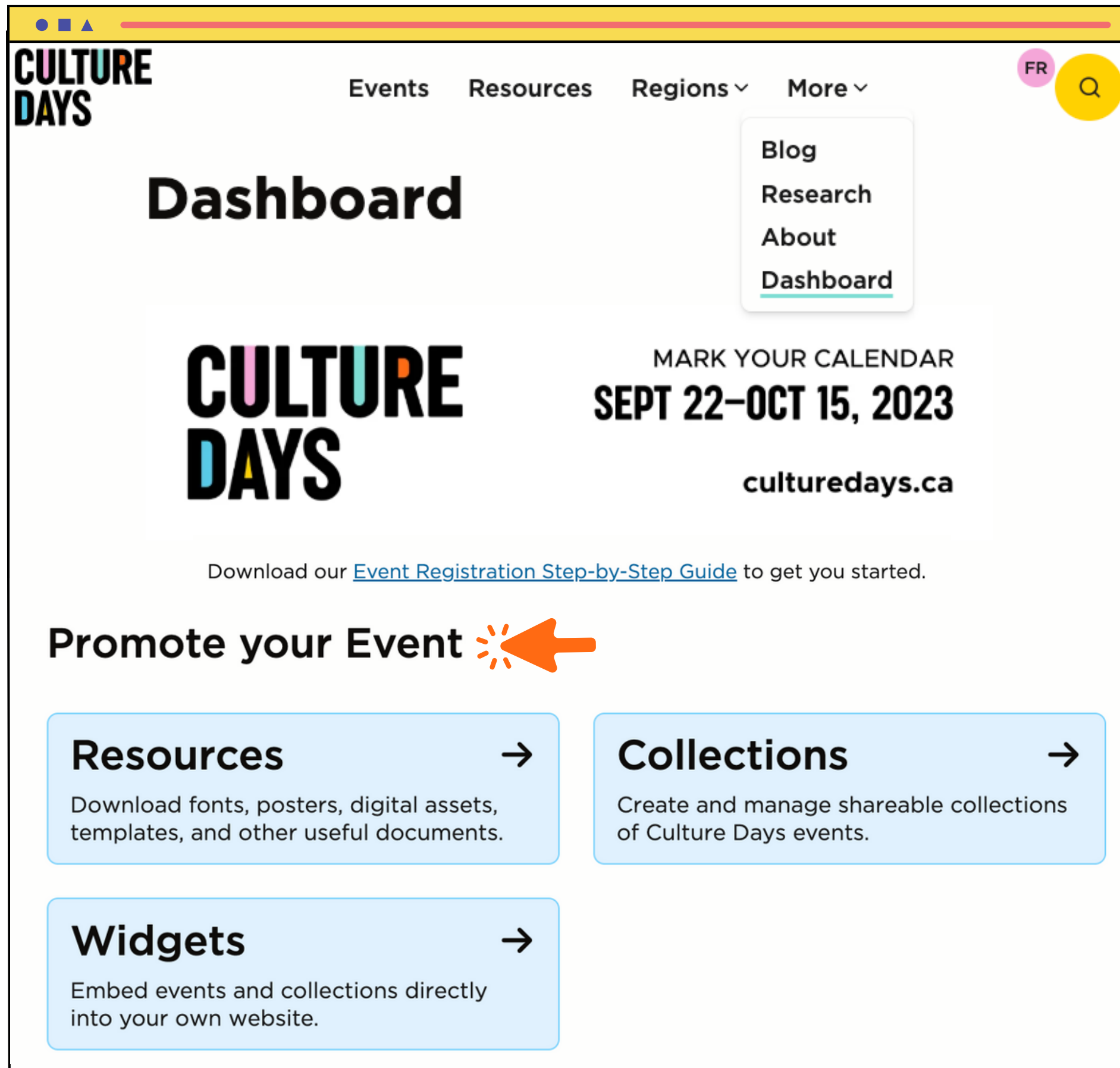
STATUS
DRAFT

→ All changes saved

Save

Publish

Delete



Resources

- Download fonts, customizable posters, social media and digital assets, and more materials as part of the [Culture Days 2023 Marketing Campaign Kit](#)

Widgets

- Embed events and collections directly into your own website.

Collections

- Save and share groups of Culture Days events. You can add events to your collection by clicking on the share button while browsing the event listing.

Live Collections

- Set tags and a geographic area and the collection will update automatically daily to include matching events.

Social Media Promotion Tips

- Show and tell your audience about the event. Use simple, clear language to explain the activity and let them know why this is a can't-miss event.
- Teaser posts: sneak previews, behind-the-scenes, pictures of the set-up, etc.
- Tag or mention the artists, organizations, partners involved, and locations you are working with.
- Be sure to tag Culture Days (@CultureDays), use the hashtag #CultureDays



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Day-of Posting

- Invite participants to join you at your event—can include location, activity details, etc.
- If possible, and with permission, post photos or videos of participants taking part in your event.
- Post a sign, or share in-person, your social media handles so that participants can share their experience and tag you and Culture Days.
- Create wrap-up posts!



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**4 Areas to
Maximize
Last-Minute
Marketing
Efforts**

Email:

Guide

Social Media:

Excite!

Media:

Spread the word widely

(IRL)In Real Life:

Build *your* community

1

Find the carrot that makes your event unmissable.

- Be able to express it in one or two sentences

2

Focus on the Audience

- Address expectations and concerns
- What info do they need?
- What's your promise to them?

Email

You 'own' this list of already interested contacts. Use it generously to promote registration and build brand awareness.

Action Prompts & Information

- We're Excited! / Getting Ready for You!
- What to Expect
- How to Get Involved
- How to Share
- Time/Space sensitive info & Reminders
- Collab with others



Use present-tense and provide multiple ways to connect.

Social Media

Social Media is made for 'last minute.'
Use its inherent immediate nature to push info that promotes action.

Build Excitement and FOMO

- Behind the scenes & What to Expect
- Time-sensitive reminders and info
- Links: Event registration / Website
- During: Encourage and repurpose user-generated content



Create multiple versions:
Date, Next Week, This Week, Tomorrow, Today

Tag @CultureDays,
collaborators and
partners

Media

Media never sleeps. Take advantage of the constant need for content.

Mass Reach

- Still time to pitch! Stay local
- Consider an invite in place of a pitch
- Be relevant and keep it simple

Media Alerts

Media Advisory

Sep 23, 2021

Contact: Mercedes Blackwood, National PR | 416-557-3361 | meredes@blackcoffeecommunications.ca

The Creative Adventure Begins Tomorrow with Culture Days!

Culture Days launches tomorrow, Friday, September 24th with over 1900 activities to choose from!

TORONTO September 23, 2021 The wait is over. A creative choose-your-own-adventure awaits with Culture Days! Tomorrow, an entire month of arts and cultural celebrations kicks off with activities and events available to join across the country. Choose from more than 1900 free, online and in-person options.

What: Culture Days - a national celebration of arts and culture

When: September 24, 2021 through October 24, 2021

Where: Free activities are available across Canada, online and in-person where possible

Who: Everyone. No matter your skill level, interests or location, there's something for you!

Why: Support your own need for creative outlets, learn something new, and support the artists, creators and organizations who keep us steeped in colour all year round.

Details: It's easy to join in. Simply go to [Culturedays.ca/events](https://culturedays.ca/events) to find events happening online and near you. There are lots of flexible options, including a robust catalogue of online events to be enjoyed regardless of health, geographic, travel or personal pandemic restrictions.

Some of Canada's favourite landmark organizations and institutions have Culture Days events planned, including: The Royal Conservatory, Toronto International Festival of Authors, TO Live, Luminato, the Toronto Symphony Orchestra, Massey Hall, the National Arts Centre, TD Niagara Jazz Festival, the National Ballet, Winnipeg Symphony Orchestra, Nuit Blanche Winnipeg, the Art Gallery of Regina, Nuit Blanche Saskatoon, Jubilee Auditoria, Edmonton Opera, and City of Vancouver Public Art Program. Our sister celebration [Journées de la culture](#) in Québec, has even more [events on offer here](#).

Follow the adventure on Social!

#CultureDays and @culturedays on [Twitter](#) | [Facebook](#) | [Instagram](#)

Useful Links and Materials

[Media & Gallery](#) - includes hi-res, accredited pictures available for publication
[Research](#) | [Blog](#)
[Learn more about Culture Days](#)

IRL (In Real Life)

Don't forget the real world! Use the community outside to help build your audience.

Local traffic, partnerships and friends

- Posters + Flyers
- Banners + Signs
- Collab with neighbours and partners
- Friends + Family!
- Postcards + QR codes



Use the Culture Days Marketing assets to create various advertising materials for onsite use.



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Join the campaign!

- In your Dashboard Resources, you can find the link to the [Culture Days 2023 Marketing Campaign Kit](#) in our Shared Drive.
- Find 2023 campaign posters, digital ads, and other general Culture Days promotional materials, download customizable marketing materials you can edit on your graphic design program of choice. (e.g. Canva, Adobe Express)

Example social media post:



ORGANIZER DESIGN GUIDE

TIP!

As you build your promo materials, reference the Culture Days Organizer Design Guide for helpful examples and tips on how to use the Culture Days fonts, shapes, and templates.

These templated designs have transparent backgrounds, layer them over your photos to liven up your social media posts!

(In Canva: click your photo, go to Position > Layers, drag the layer to reorder)

Culture Days 2023 Marketing Campaign Kit:


- Culture Days Logos and Fonts
- Culture Days 2023 Campaign posters, social media assets, digital ads, build your own materials, and stock promo images.
- The Build Your Own Materials folder contains shapes and campaign elements, square templates, and photo frames for social media.






- Did you know that events across Canada take place in a variety of languages?
- **Now, you can access promotional assets and posters translated into 15 plus languages! Including Mandarin, Spanish, Korean, Dene, Cree, Ojibway, Arabic, Italian, and more!**
- You can find them all by signing into your Dashboard.
- You can extend your community audience reach by creating event promotions in other languages!

[Events](#) [Resources](#) [Regions](#) [Blog](#) [Research](#) [About](#) [Dashboard](#)




Resources


Below you'll find Culture Days-produced resources, tools, and webinars—relevant not only for planning Culture Days events, but also for engaging your community with arts and culture year-round. New resources are added regularly, so visit this section frequently.




Event Organizer Guide




Brand, Logos, and Campaign Materials




Frequently Asked Questions



Culture Days Webinar Series



Programming Ideas



National Day for Truth and Reconciliation

culturedays.ca/resources





CONNECT WITH US!

 info@culturedays.ca

 [@culturedays](https://www.instagram.com/culturedays)

 [@CultureDays](https://twitter.com/CultureDays)

 [Culture Days | Fête de la culture](#)

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The background is white and features several large, colorful geometric shapes: a pink ring in the top left, a yellow ring with a black dot in the top center, a blue wavy line in the top right, a teal ring in the middle right, a pink wavy line in the middle left, an orange ring in the bottom left, a teal ring in the bottom center, an orange wavy line in the bottom right, and a yellow wavy line in the bottom right. There are also several black dots scattered throughout the design.

**CREATE.
SHARE.
CELEBRATE.**

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