

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, 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 solid black dots scattered throughout the design.

**CREATE.
SHARE.
CELEBRATE.**

**CULTURE
DAYS**

SEPTEMBER 22–OCTOBER 15, 2023



PROMOTING YOUR EVENTS!

**CULTURE
DAYS**

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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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BC Culture Days Organizers

- Registering your events before July 31st will guarantee a BC Culture Days social media post dedicated to your events, a BC Culture Days social advertisement for hub registrations, and direct attention to your events through inclusion in province-wide PR pushes and regional media releases.

Ontario Culture Days Organizers

- Register activities by July 31 to enjoy marketing benefits, such as promotional event highlights and merchandise.

Nuit Blanche Winnipeg, Culture Days Manitoba.
Photo by Adam Kelly



BEST PRACTICES TO EFFECTIVELY PROMOTE YOUR CULTURE DAYS EVENTS WITH MERCEDES BLACKWOOD



Why Market?

Increase attendance at your event

Increase awareness of your
brand/org/business/craft

Create lasting audience
connections that serve you long
after the event is over

What do we want the audience to do?

1 Take Notice

2 Take Action

Find the carrot that makes your event unmissable.

- Express it in one or two sentences

Focus on the Audience

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

Seal the Connection

Clear Beats Clever

- Use a clear call-to-action
- Use clear, simple language
- Maintain your personality and express things like a real person
- Incorporate key messages
- Answer questions and calm concerns
- Plan for every scenario

Marketing Channels

- Social Media
- Email & Newsletters
- Blog
- Media (Broadcast, Print, Digital)
- Influencer
- Digital Advertising
- Traditional (Print, Radio, TV, Outdoor OOH)

Process

What are you creating → Who is making it → Where & When does it run

Media Relations

The Pitch

- Create a compelling story angle
- Personalize the pitch for each media outlet and journalist
- Include relevant event details and visuals

The Ask

- Pitch the 'right' person the 'right' way
- Help them 'see' your pitch
- Timing matters
- Follow up!

The Roles

Assignment Editor

Producer /
Segment Producer

Reporter / Journalist

Editor / Section Editor

Find the Carrot

Focus on the Audience

Determine Channels & Process

Make a List, Work the Pitch, Boldy Ask

Thank You!



Mercedes @ Black Coffee Communications [dot] ca



[Linkedin.com/in/mercedesfindlay](https://www.linkedin.com/in/mercedesfindlay)

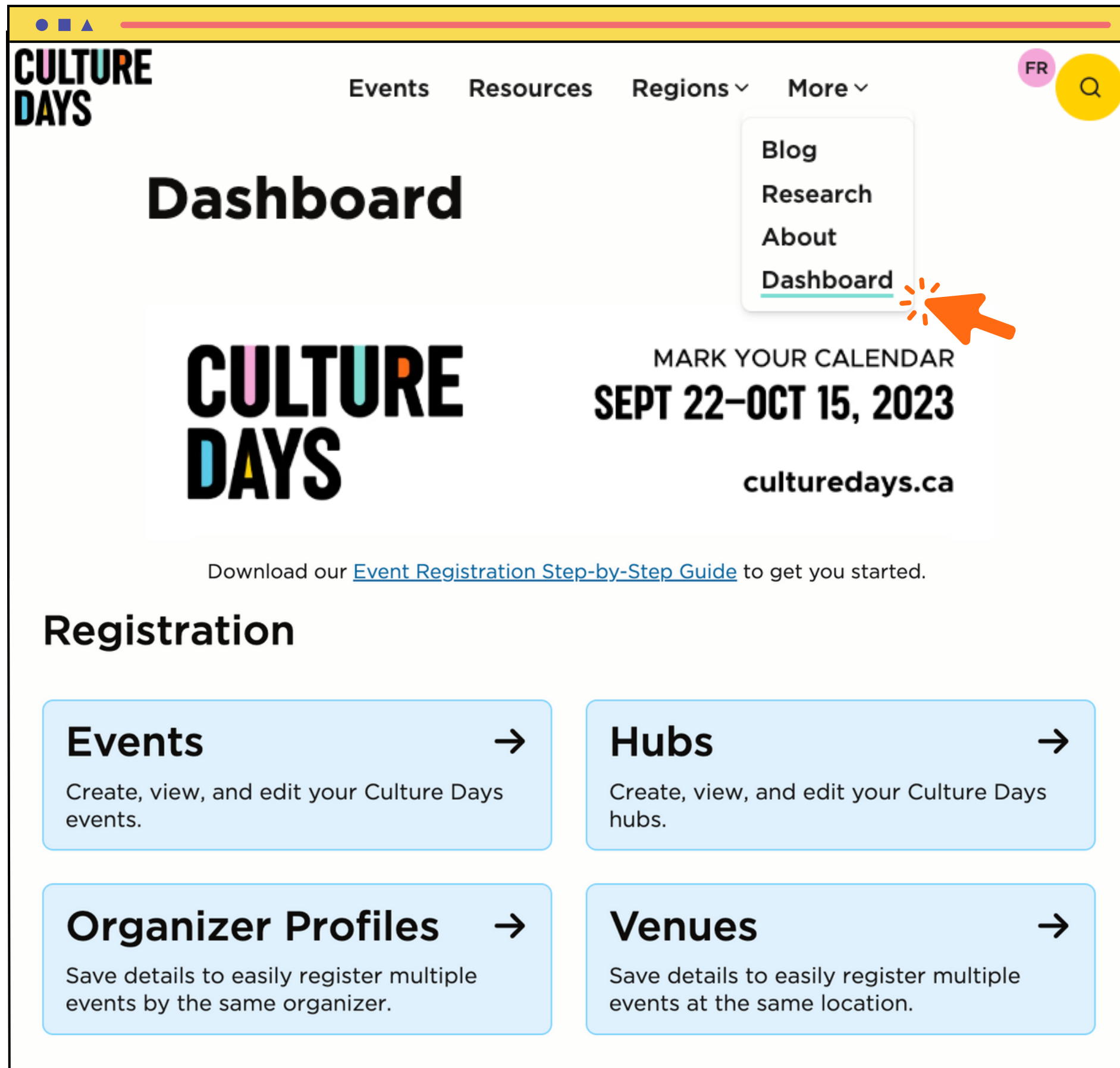


[Black Coffee Communications \[dot\] ca](mailto:Mercedes@blackcoffee.com)



EVENT REGISTRATION AND DASHBOARD RESOURCES

Create a Culture Days account at
culturedays.ca/dashboard



Events

- Create, view, and edit your In-person and online events.
- Remember, you can save your activity, unpublish, or edit content at any time.

Hubs

- Create and edit your hubs, as well as invite other events to join your hubs.

Save details in your Organizer Profile to easily register multiple events. You can also save details of Venues for events at the same location.

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

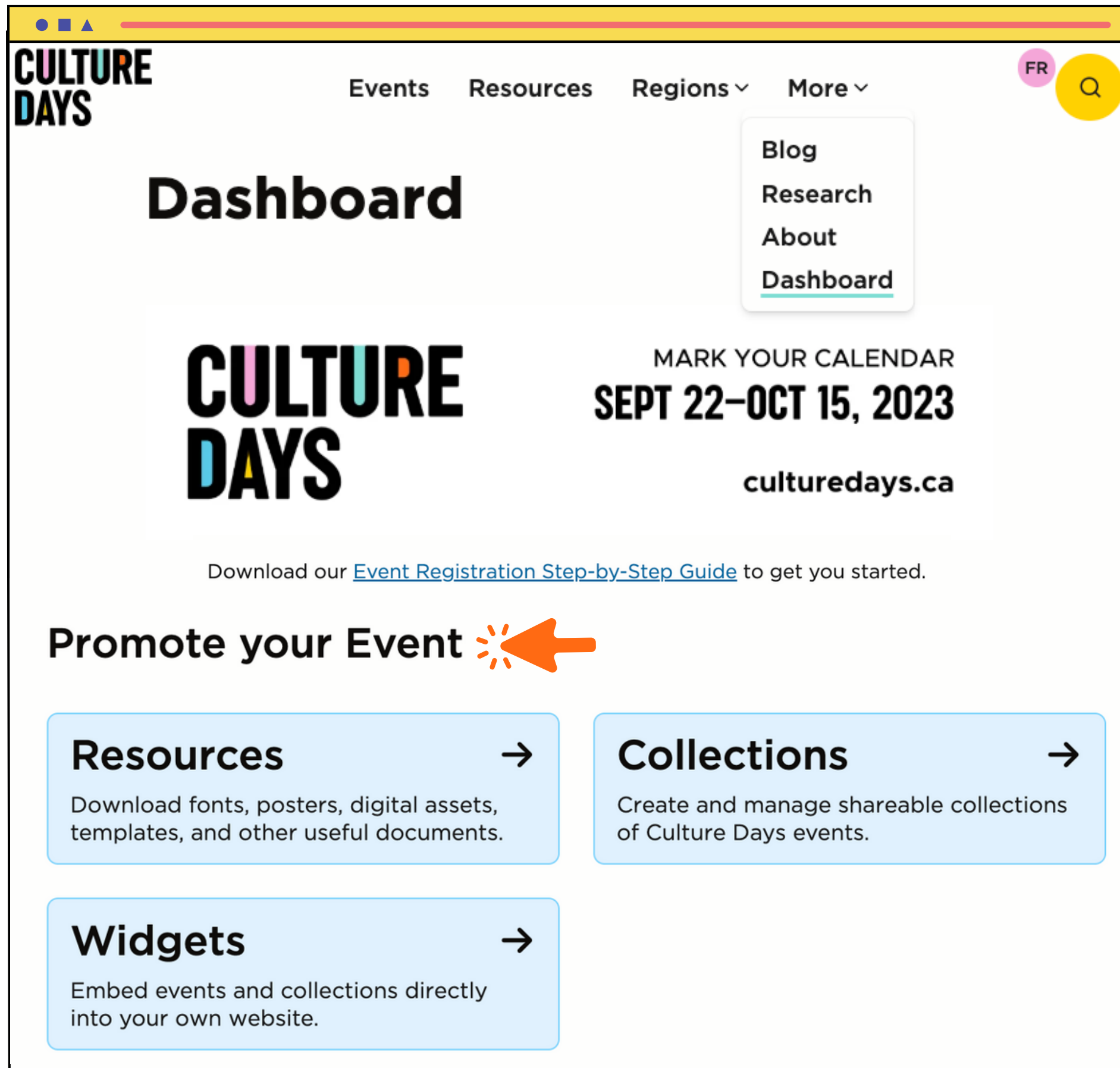
STATUS
DRAFT

→ 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.

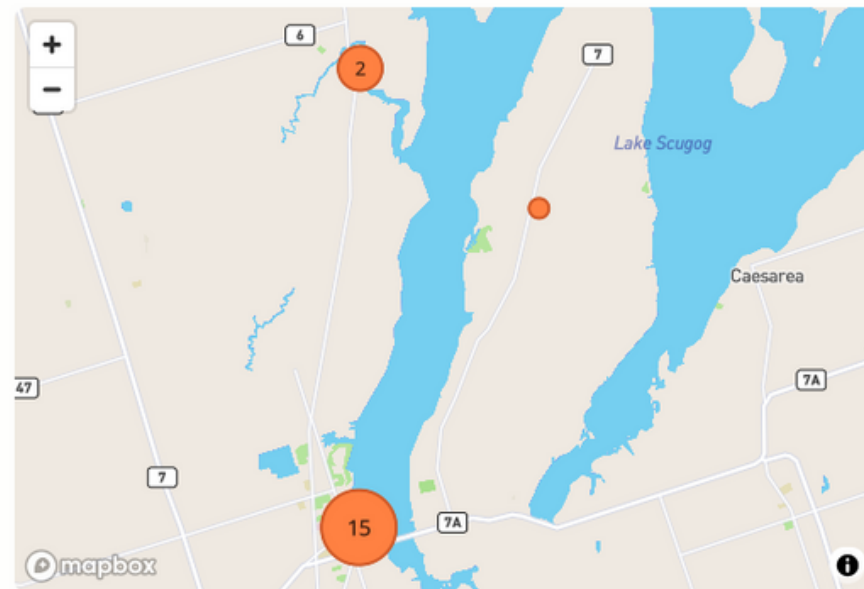
Port Perry Day Trip

By **Christie**

SHARE 

Create a Collections based on interests, themes, languages, or use it to plan outings with family & friends!

Here is a Collection of events happening in Port Perry on Sept. 24th

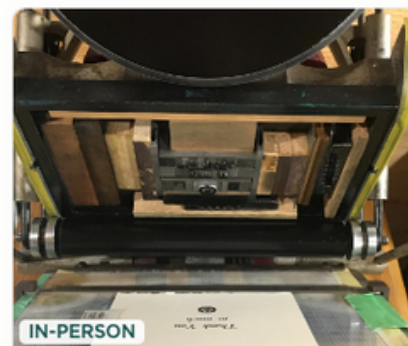


IN-PERSON

Port Perry Lakefront Farmers' Market

Port Perry Farmers' Market
Scugog, ON

SEP 24 8:00 AM – 2:00 PM



IN-PERSON

Letterpress Printmaking with Jacquie Sullivan

Scugog Arts
Scugog, ON

SEP 24 10:00 AM – 4:00 PM



IN-PERSON

Self Guided Tour of Historic Port Perry

J. Peter Hvidson of Observer Publishing
Port Perry, ON

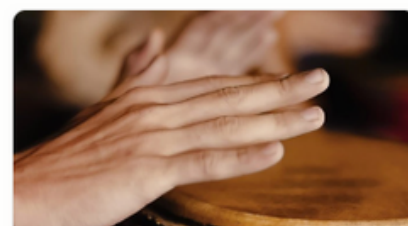


IN-PERSON

Spinning and Weaving Demonstration

Scugog Arts
Port Perry, ON

SEP 24 10:30 AM – 4:00 PM



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.

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)



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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.






Fusion Fest at BC Culture Days.
Photo courtesy of BC Culture Days

**BUILD YOUR
OWN MATERIALS!**


Email us your design-related questions
at info@culturedays.ca

[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

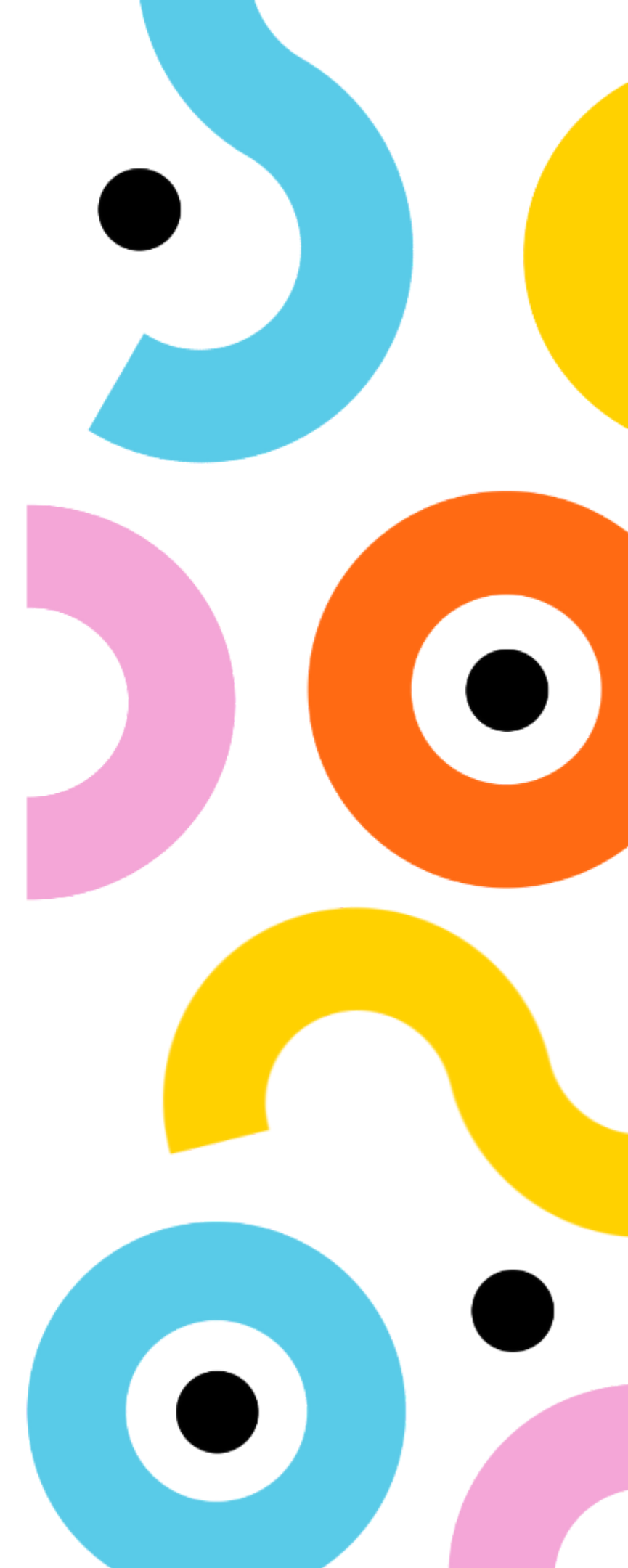



Programming Ideas








National Day for Truth and Reconciliation

culturedays.ca/resources





CONNECT WITH US!

-  info @ culturedays [dot] ca
-  @ culturedays
-  @ CultureDays
-  Culture Days | Fête de la culture
-  Culture Days | Fête de la culture

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