Webinar Overview: Culture Days 101

INFO: Presented online March 21, 2024 | Watch Recording on YouTube | Visit Webinar Page to Access Presentation Slides & French Summary Sheet
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Description:

Learn more about what Culture Days is all about and how you can get involved in our 15th-year celebration! In this presentation, you'll learn about the history of Culture Days, how it works, and the benefits of participating. We'll be sharing our latest audience stats, digging into tools and resources available to you, and providing some inspiration for getting started on your Culture Days planning!

Table of Contents:

1. Land Acknowledgement
2. What is Culture Days?
3. History and Purpose
4. Who Participates and Why
5. Event Eligibility
6. Supporting the National Day for Truth & Reconciliation
7. Culture Days 2023 Results and Impact
8. Culture Days Audiences
9. A Collective Campaign for Arts and Culture
10. Benefits: Marketing, Platform and Industry Resources
11. How to Get Involved
12. Regional Contact Info, Staying in Touch



LAND ACKNOWLEDGEMENT

The Culture Days network is present and active in all corners of the country, and collaborates with a vast array of people, organizations, and communities across Indigenous territories. Culture Days and our partner organizations are committed to working with First Nations, Métis, and Inuit communities, seeking to uphold equity for all to participate, and supporting a diversity of art forms and cultural expressions.

Culture Days' National office is located on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples. This area, now called Toronto, is covered by Treaty 13 with the Mississaugas of the Credit, and these territories are guided by the Dish with One Spoon Wampum Belt Covenant.

WHAT IS CULTURE DAYS?

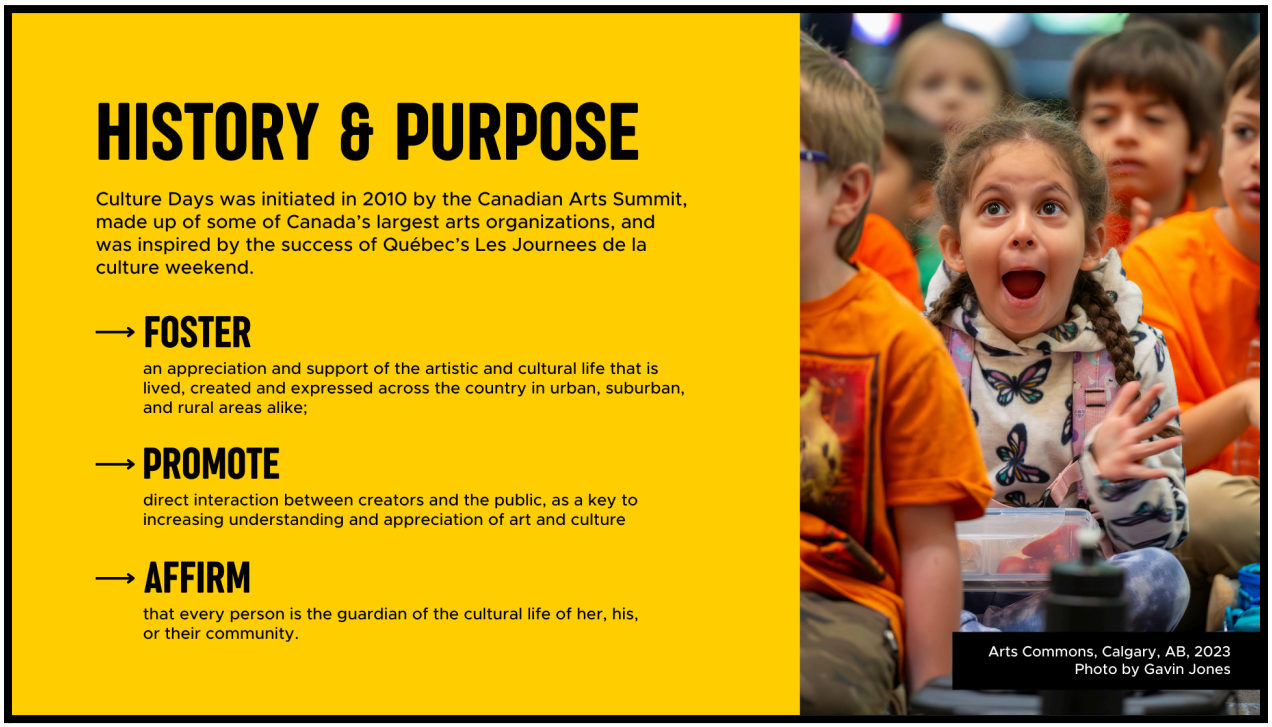
Culture Days is an annual, national celebration of arts, culture, and creativity in Canada!

Every year across the country, thousands of free, participatory arts and cultural events are offered by independent organizers as part of the celebrations, welcoming millions of participants to create, share, and celebrate a life enriched by arts and culture.

Culture Days encourages the public to discover and champion the importance of arts and culture in their communities, and inspire year-round support of local artists, creators and organizations.

This year, the national three-week Culture Days celebration is taking place September 20th - October 13th, 2024, and event registration will open mid-May 2024.

HISTORY AND PURPOSE



Culture Days was initiated in 2010 by the Canadian Arts Summit, made up of some of Canada's largest arts organizations, and was inspired by the success of Quebec's Les journées de la culture weekend. The event was envisioned as a collective opportunity for arts organizations, advocates, artists, and cultural champions to appeal for direct participation and support from the public for the arts and cultural sector.

From its onset, the celebration took place over 3 days, on the last weekend of each September. In 2020—in response to the pandemic—the event was expanded to encompass 3 weeks, and this framework continues to remain in place. The expanded model has allowed for increased flexibility of programming, and offers more avenues of discovery for the public.

Each year, the event represents a coordinated national effort to increase access, participation, and appreciation of arts and culture. Through expressions of creativity, culture, and connection, each participating community's vibrancy and diversity is on full display during the annual celebration.

WHO PARTICIPATES AND WHY



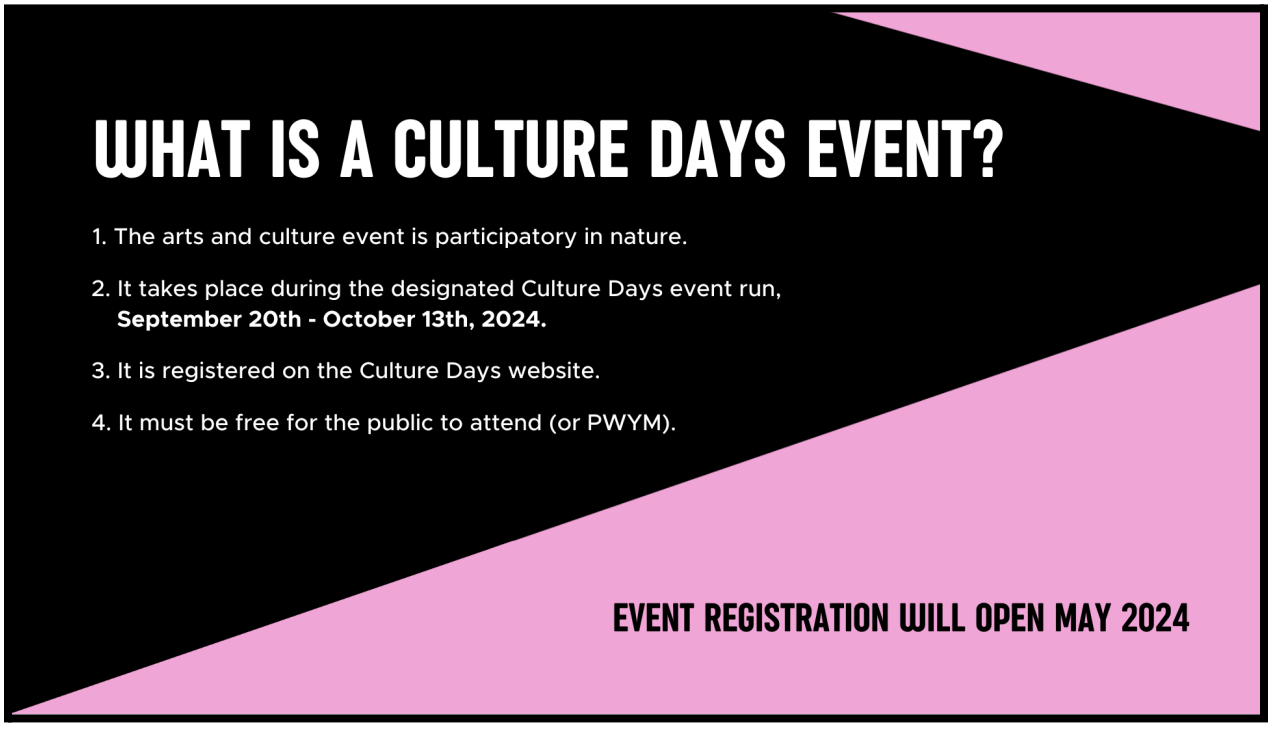
Anyone can organize an event and participate in Culture Days! From grassroots community volunteers, public libraries, and independent artists and collectives to major arts, culture, heritage institutions, specialty festivals, and municipalities—everyone is invited to participate!

Culture Days Organizers are motivated to participate by the opportunity to:

- Strengthen ties to their local community
- Build new audiences
- Showcase their work with the public
- Collaborate and partner with artists and organizations

Through this self-organizing network, studio doors are opened, backstages are revealed, main streets and alleyways are activated, and the ways in which our day to day lives are intertwined with and elevated by arts and culture are on full display.

EVENT ELIGIBILITY



What is a Culture Days event?

If you are organizing an event for Culture Days, or have an existing event or program you would like to include in the celebrations, it must meet the following criteria for inclusion in the national listing:

1. The arts and culture event is participatory.

This means that your event should involve some hands-on or behind-the-scenes element; it should allow participants to play a part in the creative process or offer something beyond a typical audience experience.

2. It takes place during the designated Culture Days event run, September 20th - October 13th, 2024.

As long as the event occurs at least once over the course of the Culture Days dates, it will qualify.

While Culture Days takes place over a three-week time period, you do not have to program for its entirety to qualify. As stated above, whether your program runs once or a dozen times, you are a part of Culture Days!

3. It is registered on the Culture Days website. Registration for Culture Days will open in May of 2024.

Registration is free! Activities can be registered as 2 different event types: In-person events or Online activities.

4. It must be free for the public to attend.

In its main function as a public engagement opportunity, the Culture Days celebration is committed to free admission as a means to reduce barriers to access and to encourage the public to stretch beyond their normal behaviors to try something new! Organizers may choose to also have an optional Pay-What-You-May (PWYM) admission, and are welcome to solicit donations at the event.

Create an Account on our website to get started

Registering events in our portal and listing is simple - we ask for key information like event description, location, date/time, and organizer information. Once events are registered, they go through a short review process where our team screens for the above eligibility, spelling errors, and verifies the location on our map.

Event registration is completely free, gives you access to many additional promotional tools, and allows the public to find your events via our listing.

SUPPORTING THE NATIONAL DAY FOR TRUTH & RECONCILIATION



One exception to the above eligibility is for those events organized around and for the National Day for Truth and Reconciliation, taking place each year on September 30th.

The National Day for Truth and Reconciliation (NDTR) honours the lost children and survivors of residential schools and their families, endeavours to acknowledge and better understand the history and harms done and, as

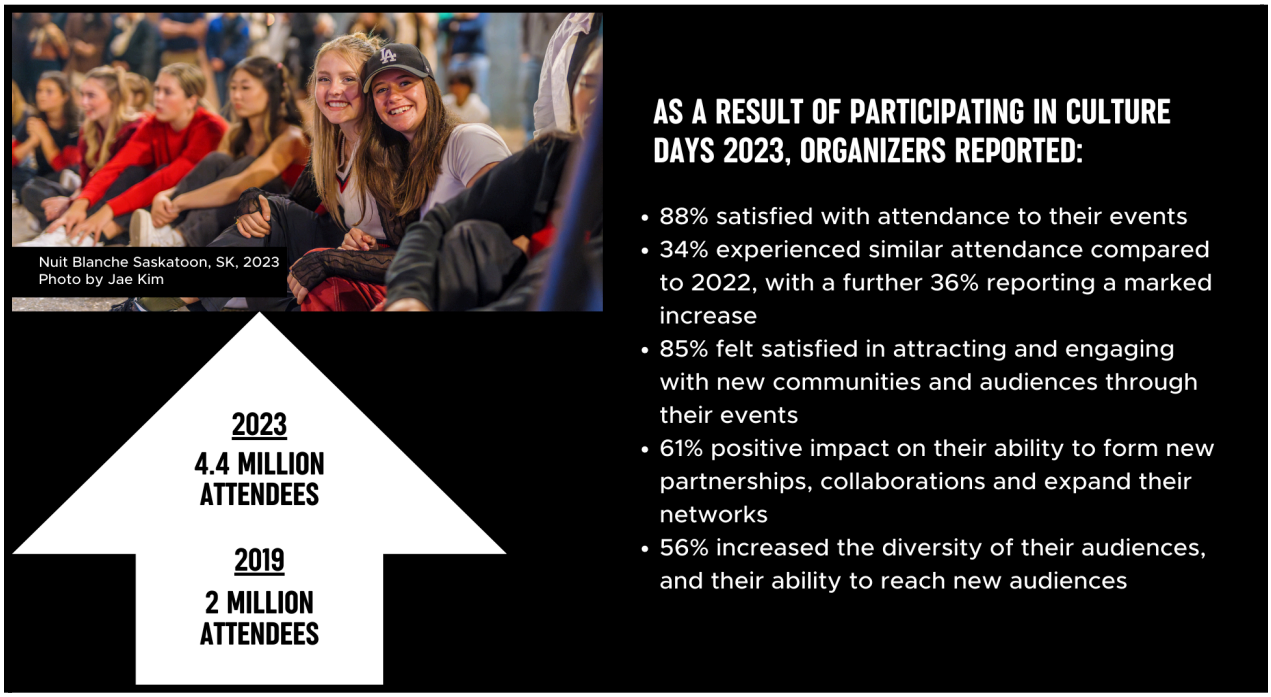
individuals and members of our communities, engage in actions which advance Truth and Reconciliation.

Accordingly, Culture Days has set September 30th aside every year to create space exclusively for events organized to commemorate the NDTR, including those aimed at sharing First Nations, Métis, and/or Inuit experiences and perspectives, while honouring and celebrating the creative and cultural expressions and contributions of Indigenous people and communities.

In order to ensure that Indigenous voices and participation are central to any event planned for the NDTR, there are a few additional questions for organizers to answer during the registration process. If the proposed event does not appear to appropriately and meaningfully reflect the above, Culture Days may contact the event organizer for more details.

With events and activities happening across Canada, there are many opportunities to observe NDTR with intention. Since the federal commemoration of the NDTR, there have been over hundreds of events presented on that day as part of Culture Days. Visit our National Day for Truth and Reconciliation page for more information.

CULTURE DAYS 2023 RESULTS AND IMPACT



Every year, our organization undertakes extensive cross-country surveys and market research initiatives. Through this, we know that Culture Days is moving the needle on public appreciation, support, and involvement in arts and culture across the country. In 2023:

- 4.4 Million Attendees, or 11% of all Canadians participated in Culture Days.
- Over 3,000 free in-person and online events were presented in 50 different languages.
- More than 1,200 organizers presented events in 300+ communities across the country.

What Organizers have reported:

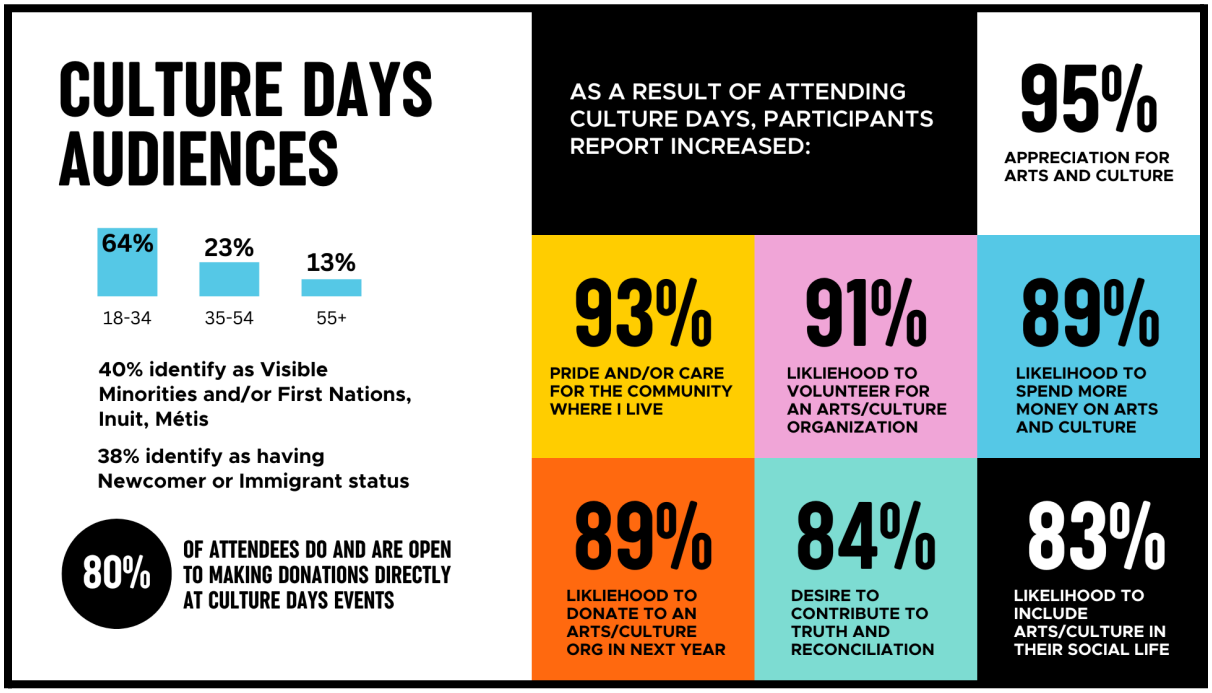
Culture Days' growth in engagement and participation with the public and organizers since the onset of the pandemic has been particularly noteworthy and encouraging; Culture Days attendance has increased 120% since 2019 and tripled since 2017. As a tool to re-engage partners and attract

new supporters, we've seen some great success metrics:

- 88% of organizers in 2023 reported being satisfied with attendance to their events;
- 34% of organizers reported similar attendance compared to 2022, with a further 36% reporting a marked increase;
- 85% reported feeling satisfied in attracting and engaging with new communities and audiences through their events;
- 61% reported impact in their ability to form new partnerships, collaborations and expand their networks; and,
- 56% reported their participation increased the diversity of their audiences, and their ability to reach new audiences.

Importantly, by coming together under a campaign of promotion and support of the arts and culture sector, artists and creators, we are collectively championing their important contributions to our communities.

CULTURE DAYS AUDIENCES



15 years of Culture Days has provided us with some excellent market research and metrics to understand the celebration's impact, the types of

audiences who are engaged in the event, and how the initiative can benefit you, your organization, and the work you do.

Culture Days audiences are increasingly younger and more diverse, especially within the last few years:

- 64% of attendees are under the age of 35;
- 40% identify as visible minorities;
- 38% of Culture Days attendees report being newcomers or having immigrant status.

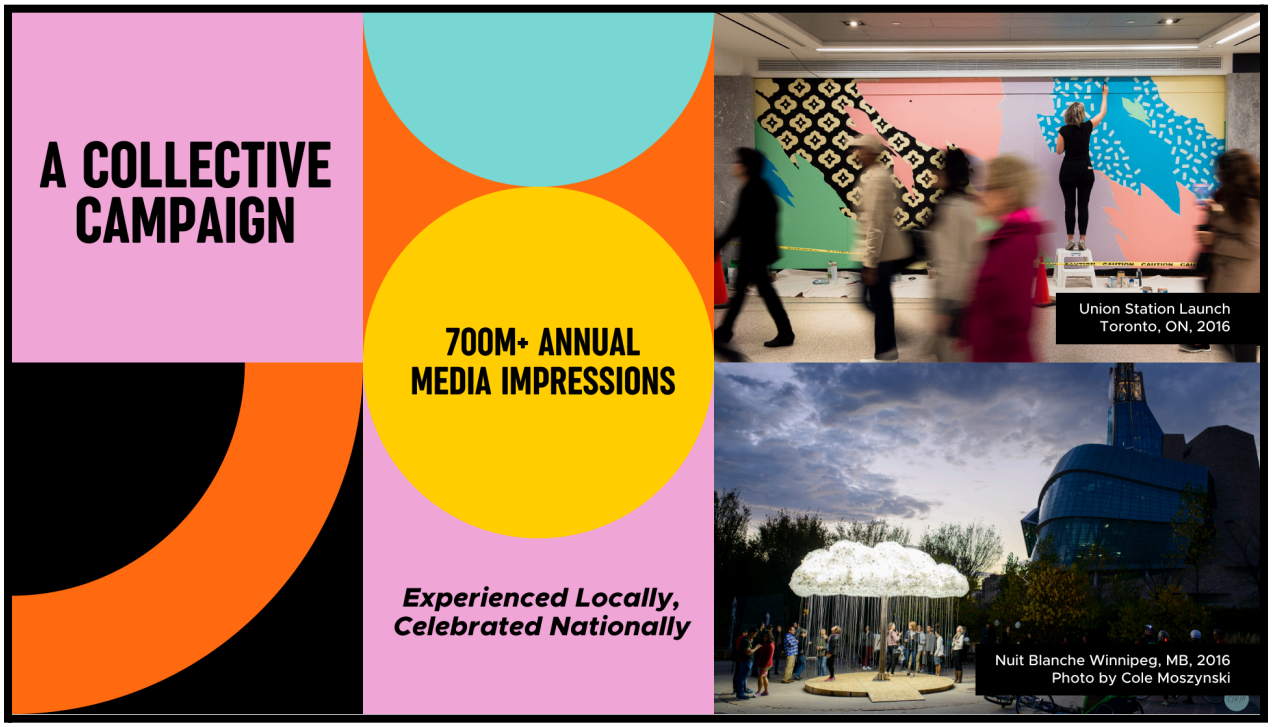
Audience motivations to attend Culture Days events—and to continue supporting your work year-round—are also of note. After attending Culture Days events:

- 91% say they are more likely to volunteer for arts and culture organization in their communities;
- 89% report that they are more likely to spend money year-round on arts and culture in their communities; and,
- 87% say they are more likely to donate to arts and culture organizations in the next year;
- 80% of Culture Days attendees report making or being open to making direct donations to organizations at their CD events.

In terms of moving the dial on how the public perceives and engages with arts and culture in their day-to-day lives, we also see the following impacts from attendees:

- 95% report an increase in their appreciation of arts and culture;
- 93% report an increase in their likelihood to include arts and culture in their social life;
- 93% report an increase in pride or care for their community;
- 84% report attending increased their desire to contribute to Truth & Reconciliation.

A COLLECTIVE CAMPAIGN FOR ARTS AND CULTURE



So how do we make this happen? As a collective - all together! Culture Days is a tool to make your own, and we're here to help.

At its core, Culture Days is a public participation campaign to get people out to support our arts, culture and heritage sectors, all while inspiring an appreciation for creativity, diversity and expression.

- Along with our provincial partners and media supporters, our national organization **coordinates a major promotional campaign** - one that we endeavour to make easy and fun to tap in to at the local level.

- National media partners like Cineplex, Pattison Outdoor, BT/A Advertising and CBC support Culture Days with cross-country advertising, coverage, and broadcast, **achieving anywhere over 700M impressions each year.**

- Our provincial partners also run coordinated campaigns, and your own local efforts achieve incredible results. **In 2023, local media coverage reached far and wide across the country, generating more than 1,300 articles** - many of which you can see in our News Feed.

BENEFITS: MARKETING, PLATFORM, AND INDUSTRY RESOURCES



Whether you're an experienced marketing pro, or just starting to dip your toes into the ever-changing world of event promotions, we have plenty of resources available to you for free to assist in developing your Culture Days strategies.

- When event registration launches, you will find a variety of static and customizable **graphics, social media packages, posters, videos, design guides, and more** to help you promote your local events, and feel connected to the greater campaign.

- We have also developed collections of **event planning resources**, including Event Organizer Guide, Promoting and Planning your Event,

Indigenous Cultural Programming, School Engagement Toolkit, and more.

- Coming soon: new resources include those addressing Equitable Event, Communications and Accessibility Strategies, and a new and expanded PR and Media Relations Guide.

- Find all planning Resources here.

Events Listing and Platform

Our website listing and platform is a powerful promotional tool at your fingertips! By registering your event, you can:

- Ensure **the public can find, save, and make plans** to attend your events!
- Access a variety of **digital promotional tools**, like event embedding for third party websites and custom schedulers (My Collections);
- Learn how to **create a Culture Days Hub**: a series of connected events programmed by one or multiple organizers, with its own public page and event map;
- Coming soon: **new features coming this spring** include public event reminder sign ups, a free RSVP pre-registration tool, and auto-generating event graphics.

HOW TO GET INVOLVED



Planning Tips and Inspiration

Find inspiration for program planning:

- View our Event Programming Ideas Resource
- Browse last year's events - still on our site!
- Read our Organizer and Community Spotlights, and view special Video Profiles of organizations and artists across Canada
- Connect with regional or provincial teams to brainstorm and strategize!

Have a planned event that is ticketed or has a cost, but happens during Culture Days? Adapt existing programming to include a free component:

- Offer a selection of designated free tickets for Culture Days attendees
- Host free programs in the lobby before ticketed events
- Offer free artist talks or special receptions connected to exhibits/performances - offer discounted tickets for attendees!
- Behind-the-scenes tours

Stories to Inspire:

- Read about how the City of **Morden, MB** partnered with the Arts Council to expand their community's Culture Days offerings.
- Learn how the community of **Oxbow, SK** used Culture Days as a tool to advance Truth and Reconciliation efforts.
- Culture Days is a marquee event in the City of **St. Catharines**' cultural calendar—discover how the events have impacted the Ontario community and reinforced important relationships with arts organizations.
- Watch a video profile on the Deep Roots Music Collective from **Wolfville, NS**, and learn how they align their annual Festival with Culture Days.
- Read about how the **Winnipeg** Symphony Orchestra adapted existing programming for Culture Days to advance their audience engagement goals.
- Discover how the Gallery on 47th in **Yellowknife, NWT** rallied their community to organize a Culture Days event in a short time-frame, inviting local artists to showcase work created in the immediate weeks following evacuations last summer.

REGIONAL CONTACT INFO

Getting involved and joining in the Culture Days celebration is as simple as organizing an event or adapting existing programming. Many of our provincial partners offer extra support, marketing & media, programs, resources, and additional access to regional networks that complement the national initiative. Here's a quick overview of what that support system looks like and who you can get in touch with depending on where you are:

British Columbia	**Saskatchewan**
CONTACT: **Nazanin Shoja, Program Director** BC Culture Days nazanin.shoja@culturedays.ca **Mallory Gemmel, Communications Coordinator & Programs Assistant** bccommunications@culturedays.ca	**CONTACT:** **Busayo Osobade, Communications Consultant, SaskCulture** bosobade@saskculture.ca

culturedays.ca/bc	culturedays.ca/sk saskculture.ca
• Manages local and regional networks and media partnerships • **Offers provincial promotional benefits if events are registered by July 31** • Produces the BC Ambassador Program, connecting emerging artists with mentors to produce Culture Days events across the Province	• Administered by SaskCulture • Manages local and regional networks and media campaigns • Administers the SaskCulture Hub Sponsorship, offering up to $5k towards community Culture Days programming. Details here. **Applications for open now!**

Manitoba	**Ontario**
CONTACT: **Kurt Tittlemier, General Manager** Culture Days MB & Nuit Blanche Winnipeg kurt.tittlemier@culturedays.ca culturedays.ca/mb	**CONTACT:** **General Inquiries:** info@onculturedays.ca onculturedays.ca culturedays.ca/on
• Manages local and regional networks and media partnerships • Produces Nuit blanche Winnipeg and Student Days Programs	• Manages local and regional networks and media partnerships • **Offers provincial promotional benefits if events are registered by July 31** • Produces the Creatives in Residence program, and supports the Regional Hub network

Two regions where Culture Days works a bit differently than the rest are Alberta and Quebec.

Alberta	Québec
CONTACT: **General Inquiries:** albertaculturedays@gov.ab.ca alberta.ca/alberta-culture-days	**CONTACT:** **Victoria Drumi, Les journées de la culture** victoriadrumi@culturepourtous.ca journeesdelaculture.qc.ca
• Provincial Alberta Culture Days runs the whole month of September, complementing Alberta's Month of the Artist • Administers the Alberta Culture Days Grant, details here. *Applications for 2024 now closed* • Supports an additional events listing for all September events	• Les Journées de la culture weekend, province-wide • Administered by Culture pour tous • 3-day weekend model still in place (in 2024: Sept 27, 28 & 29) • Separate events listing

Culture Days in the **Northern Territories and Atlantic Provinces** is self-organized through a more informal network of organizers and events. If you are from these regions and are interested in organizing events or connecting with others in the network, get in touch with us at the National office (info@culturedays.ca) and we can help!

For national-scope organizations, website and registration assistance, brand, media and promotional information, partnerships, and other general inquiries, connect with our national team:

Shannon Bowler, Executive Director
shannon.bowler@culturedays.ca

Fernanda Sierra Suárez, Community Engagement and Programs Manager
fernanda.sierra@culturedays.ca

Mercedes Blackwood
Public Relations, Media, and Strategic Partnerships
mercedes@blackcoffeecommunications.ca

FINAL DETAILS AND REMINDERS

We hope you are excited and inspired to join in the celebration this Fall! As we wrap up, here are a few key dates and items to watch out for:

- **Event registration opens mid-May** - date still to be announced! In the meantime, you can create an account and access your Organizer Dashboard. Those with existing accounts can still access and see their previous events
- **Registration is crucially important** - by registering your event, you have access to a wide array of resources and tools, and it is how we and our provincial partners can find and identify events happening across Canada and help you promote them! National and Provincial campaigns spotlight events through the campaign season and use these listings as reference in all media pitching, advertising, and social media features! **Most importantly, it is how the public can find your events as part of the national Culture Days celebrations.**
    - You do not need to have every single detail confirmed in order to register your event, and we highly recommend registering in our system before the end of July to get the most benefits from our multi-tiered marketing campaigns. **Events can be updated and edited at any time before Culture Days!**
- We will be scheduling two **Event Promotion workshops** through the season, where we dig into the latest tips and trends in events marketing and promotions, and walk you through all the various tools, templates, and web applications available to you. Typically these happen in June and August, but sign up for our newsletters for those announcements.

Thank you for learning more about Culture Days - if you are new to the network, we hope you feel inspired and excited to join the celebration this Fall. If you are returning, we hope this refresh was energizing and informative. **We can't wait to see what unfolds for Culture Days 2024 and we thank you SO much for your interest and participation.**

If you have any follow-up questions for us or wish to be connected to various folks in the network, please send us an email at info@culturedays.ca

THANK YOU!