PROMOTING YOUR EVENTS

Thursday, June 27th

CULTURE DAYS

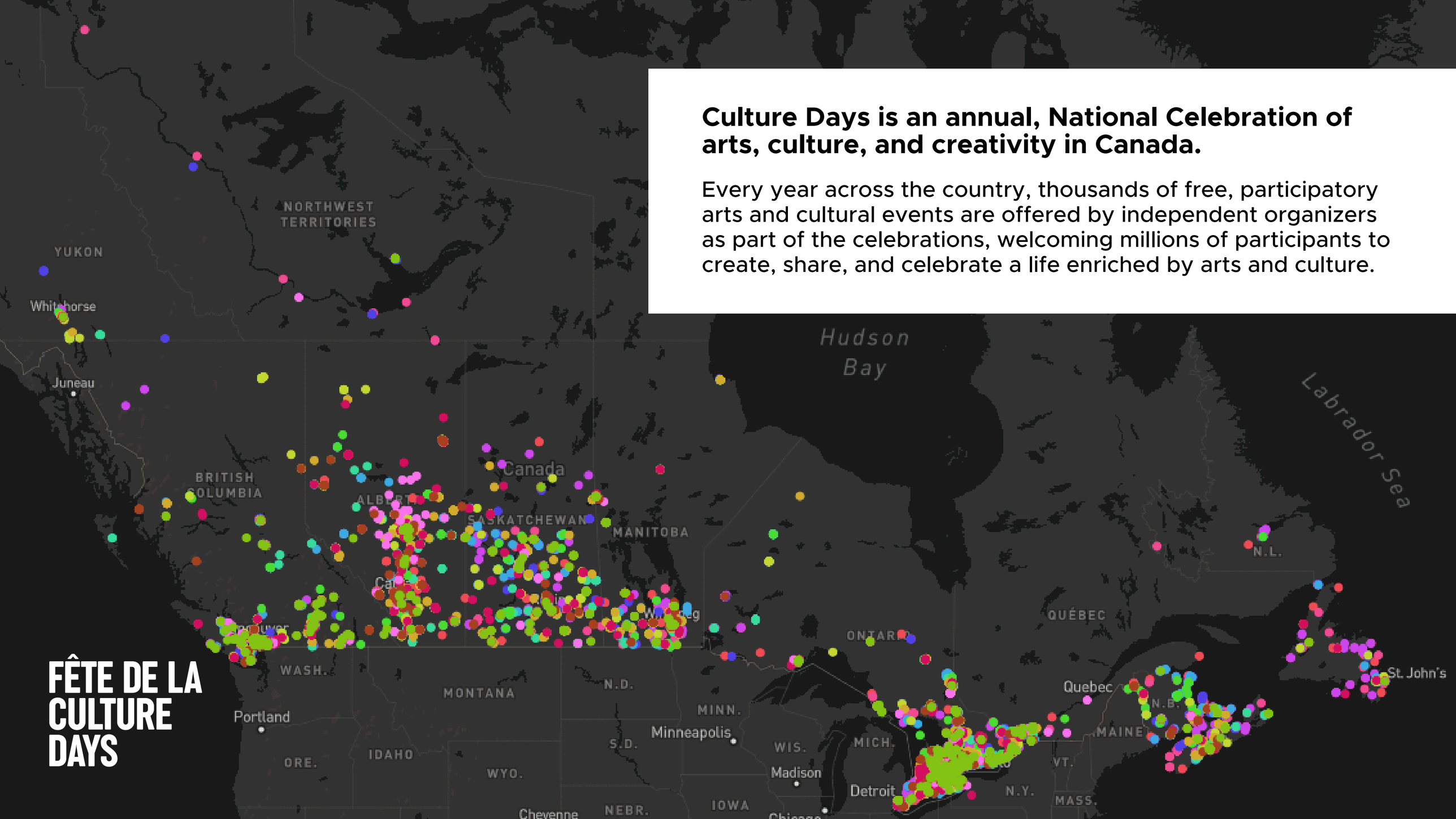


WEBINAR OVERVIEW

- 📌 Culture Days 101 and Resources for Event Organizers
- ✅ Join the campaign! Access the Culture Days Marketing Drive, Canva, and Social Media templates
- 🎙️ Conversation with BC Culture Days and Culture Days Saskatchewan
- ✨ Q&A



Cameron Gelderman, 2023 Ambassador in Kelowna, BC. Photo by Mallory Gemmel.



FÊTE DE LA 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.

WHO CAN PARTICIPATE?

Anyone can organize an event and participate!

Every year, public libraries, independent artists grassroots community groups, and collectives as well as major arts, culture, heritage institutions, specialty festivals, and municipalities participate in their local Culture Days celebrations.



Songs of Hope, Edmonton, Alberta, 2018. Photo courtesy of Madison Kerr

A COLLECTIVE CAMPAIGN FOR ARTS AND CULTURE

Experienced Locally, Celebrated Nationally



Culture Days at the Regina Public Library, SK, 2023.
Photo by Culture Days Saskatchewan



Nuit Blanche Winnipeg, MB, 2016
Photo by Cole Moszynski

AS A RESULT OF ATTENDING CULTURE DAYS, PARTICIPANTS REPORT INCREASED:

95%
APPRECIATION FOR ARTS AND CULTURE

93%
PRIDE AND/OR CARE FOR THE COMMUNITY WHERE I LIVE

91%
LIKELIHOOD TO VOLUNTEER FOR AN ARTS/CULTURE ORGANIZATION

89%
LIKELIHOOD TO SPEND MORE MONEY ON ARTS AND CULTURE

89%
LIKELIHOOD TO DONATE TO AN ARTS/CULTURE ORG

84%
DESIRE TO CONTRIBUTE TO TRUTH AND RECONCILIATION

83%
LIKELIHOOD TO INCLUDE ARTS/CULTURE IN THEIR SOCIAL LIFE



Burlington Performing Arts Centre, ON 2023. Photo by Peter McCusker

WHAT IS A CULTURE DAYS EVENT?

1. The arts and culture event is participatory in nature.

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

3. It is registered on the Culture Days website.

4. It must be free for the public to attend (or Pay-What-You-May).

EVENT REGISTRATION IS OPEN!

Create an Account to get started

REGISTER YOUR EVENTS AT CULTUREDAYS.CA

DASHBOARD → EVENTS → CREATE EVENT

Registering your event 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.



Culture Days Youth Committee, Halton Hills, ON, 2023. Photo courtesy of the Town of Halton Hills

NATIONAL DAY FOR TRUTH AND RECONCILIATION

Culture Days has set September 30th aside to create space exclusively for events organized to commemorate the National Day for Truth & Reconciliation, 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.

Since 2021, there have been hundreds of events hosted for the National Day for Truth & Reconciliation as part of Culture Days.

Visit our National Day for Truth & Reconciliation Resource



Truth & Reconciliation Concert at Koerner Hall, Toronto, 2023 Photo by Lisa Sakulensky

EVENT PLANNING RESOURCES:

- View our Event Programming Ideas Resource.
- Browse the Event Archive.
- Read our Organizer Profiles and Community Spotlights.
- Cross-Country Funding Opportunities.
- School Engagement Toolkit.
- Indigenous Cultural Programming.
- Equity and Accessibility Strategies.

ADAPT EXISTING PROGRAMMING OR COMPLEMENT PAID PROGRAMS:

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



Deep Roots Music Festival, Nova Scotia. 2023, Photos by Scott McAdam



JOIN THE CAMPAIGN!

- In your Dashboard Resources, you can find the link to the Culture Days 2024 Marketing Drive in our Shared Drive.

- Find 2024 posters, design guides, social media packages, videos, DIY swag templates, multi-lingual templates, press release templates, radio scripts, and other customizable marketing materials you can edit on your graphic design program of choice. (e.g. Canva, Adobe Express).

culturedays.ca/resources
culturedays.ca/dashboard

TIPS FROM CULTURE DAYS SASKATCHEWAN ON

BUILDING PARTNERSHIPS

Why consider partnering up with other local organizations, communities, artists, cultural workers, etc?

The addition of more partners enhances cross-promotions on social media and other platforms. Find new audiences through partnerships!

When planning your Culture Days events, consider the following:

- Who in my community could I partner with that has a similar audience?
- Who in my community could help me reach new audiences?
- Which communication channels do they use? Could they help you reach people on a new platform?



Baking bannock with Jodi Robinson, Regina, SK. 2023.
Photo courtesy of Culture Days Saskatchewan

BC CULTURE DAYS' SOCIAL MEDIA TIPS TO

ENHANCE YOUR PROMOTION AND REACH NEW AUDIENCES

Utilize Canva

Canva is easy to use, even for those without a design background. There is a free account option, and registered charities and non-profits can access the Pro version for free, which includes a vast library of graphics and stock footage. It's a great tool for creating standout event graphics, and you can also use the free graphics from Culture Days.

Get creative with reels

Use Canva, video editing tools, or the Instagram app to create videos, which often reach a larger audience. At BC Culture Days, on Instagram, we often pair important announcements with reels and static posts to increase reach. Don't hesitate to remind your audience about your event multiple times. Chances are that interested participants didn't see it the first time.



LUNA Fest, 2023. BC Culture Days.
Photo by @maximvidricaire



Port Moody Arts Day. BC Culture Days, 2018. Photo by Bob Homer

Start using AI to your advantage

Many social media tools now feature AI to boost inspiration and creativity for posts and copy. For example, Hootsuite's AI can generate captions from text prompts or website links, such as a Culture Days event page! Meta's Ads Manager also uses AI to provide multiple ad copy variations for testing. Don't use AI as an end all be all—just don't be afraid of using it as a tool to get started or to boost your efforts.

Boost posts and test ads

Set aside a budget for Meta advertisements. Even if it's $10 to give a post the little extra boost it needs. That money can go a long way in reaching new audiences. Now's the time to test out ads as they can certainly get new people to click on your event or at the very least drive awareness to you, an artist you're trying to promote, or your organization.

Focus on personal stories

When promoting your events, highlight information about the artists or facilitators involved. Give your audience insight into the artist's practice, history, and personality. Explain what the artist has to offer and why they are important, rather than just giving the simple details of who, what, where, and when.

Lean into the benefits of your events

Know your audience. Who will this event serve? Write as if you are communicating directly to that person. In your copy and on your graphics, don't forget to mention what someone will take away from your event, what makes the event beneficial, or what will make it more easily accessible for them. For example, "It's free!" "You'll learn something new." "It's open to all audiences, bring the whole family." "You will take home a project," and so on.

Always include a call to action

Get audiences to act by including a call to action In your posts about events. For example, if your event is utilizing the new Culture Days Registration/RSVP tool, make sure to tell your audiences how and when to register. "Register to attend this event on the Culture Days website here:...." Direct people back to the most important information and link source. Encourage them to turn on reminders for the event. Keep them excited about it.

Lean on your community and grow your community

Think about your social pages like they are communities that you need to nourish. Follow people and organizations you should be following. Engage with their content. Learn from their content. Share their content. Make your social media a community, rather than just a one-sided promotion of yourself or your organization. You can even team up with other Culture Days organizers and form partnerships where you agree to promote each other's events on socials or in newsletters.



The Art of Arabic Caligraphy, Richmond, BC.
Photos courtesy of Nikhat Qureshi



Nuit Blanche Saskatoon, SK. 2023.
Photo by Jae Kim

REGISTRATION IS NOW OPEN!

- Register for events sooner than later to access more promotional benefits.
- Connect with your regional offices! Go to culturedays.ca > Regions.
- Sign up for our newsletters to stay up to date at culturedays.ca/newsletter

Create a Culture Days account at culturedays.ca/dashboard



BRITISH COLUMBIA

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CULTUREDAYS.CA/BC

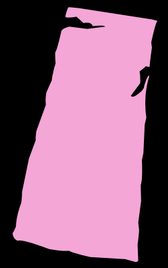


ALBERTA

Provincial Alberta Culture Days runs the whole month of September.

Additional events listing.

ALBERTA.CA/ALBERTA-CULTURE-DAYS



SASKATCHEWAN

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CULTUREDAYS.CA/SK
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MANITOBA

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CULTUREDAYS.CA/MB



ONTARIO

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General inquiries

info@onculturedays.ca

CULTUREDAYS.CA/ON
ONCULTUREDAYS.CA



QUEBEC

Les Journées de la culture, produced by ‘Culture pour tous’

3-day provincial celebration.

Separate events listing.

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JOURNEESDELACULTURE.QC.CA



NORTHERN TERRITORIES AND ATLANTIC PROVINCES

Get in touch with us at the National office to learn more about connecting with amazing networks and other organizers that plan events in these regions!

INFO@CULTUREDAYS.CA

THANK YOU!

culturedays.ca/newsletter

info@culturedays.ca

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@CultureDays

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CULTURE DAYS

15 YEARS
50,000+ EVENTS
20M+ ATTENDEES
16,000+ ORGANIZERS
IN OVER 5,000 COMMUNITIES

CULTURE
DAYS

SEPTEMBER 20 - OCTOBER 13, 2024
culturedays.ca