

ACD Newsletter

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Get Listed in the 2014 Event Listing Guide

Once again, Alberta Culture Days will be producing regional fly-sheets for this year's celebrations. These fly-sheets are a listing of events occurring during Alberta Culture Days 2014, and distributed throughout the province as an insert within regional newspapers. This is an easy and effective way to market your events to patrons who might not already know your organization is participating in Alberta Culture Days 2014.

Getting your event listed in the 2014 fly-sheet is easy: simply register your event on the [Alberta Culture Calendar](#) by Monday, September 5, 2014! Don't miss out!



Tips for Creating Your Alberta Culture Days Story

So you have a bunch of amazing events planned, but for some reason everything isn't neatly packaged. You feel like you are still missing something. You want to describe and talk about your event quickly and drive the excitement so people come to your event. Developing a story will help promote your event on social media and through word of mouth. It also helps shape your marketing activities. People will get a feel for the event without even attending it yet. Let's start from some of the basics of storytelling.

1. **Theme** – every story has a theme. It's not too late to develop one either. When combing over your events look for similarities between them. What are the events saying? What do you want people to experience when they come to your events? Keep your theme simple. Also look at other celebration sites that have done a good job developing a theme. This process helps package everything together and gives shape to the overall look and feel of the event.
2. **Setting** – what time are the majority of events held? Where? Does your venue have historical significance? Think of things that make your setting unique.
3. **Characters** – your characters are your artists, volunteers and event participants. They are the reason we all celebrate our culture. Without them there are no events and nothing to celebrate. Tap into this to

understand your audience and what they need. In 2013 word of mouth advertising accounted for almost 24% of how people heard about Culture Days events. The highest of any form of advertising.

4. **Build the story** – now the hard but invaluable part. You need to take the above information and get it into a few concise sentences or key messages. Once established you can pull from this overarching idea to feed your social media posts, build marketing materials, and make it easier to talk to the media when they come around.



Instagram it!

Alberta Culture Days is just around the corner and now is an excellent time to start teasing your activities. Showcase your behind-the-scenes photos either on Instagram or Twitter by tagging it with #ABCultureDays or @AlbertaCulture, so we can like and share it with our followers. You are also encouraged to share and promote the photos and tweets of your fellow Celebration Sites to support one another and showcase the range and breadth of culture throughout Alberta. Let's get the party started!



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