

Newsletter / Sept 7, 2011

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Culture Days Launches "In Conversation" Video Series, Presented by Culture Days' National Broadcast Partner CBC

Today marks the release of the "In Conversation" video series, presented by Culture Days' National Broadcast Partner, [CBC](#). The series showcases leaders in the Canadian arts and culture sector and the organizations they represent. Highlighting the important role these organizations play in further galvanizing the relationship between arts and culture and the Canadian public, the series reveals the many and diverse ways in which Culture Days is helping to foster and grow this connection.

Video clips will be rolling out over the next few weeks in the lead up to the Culture Days event weekend (September 30, October 1 & 2, 2011), starting with insights from [Kirstine Stewart](#), Executive Vice-President of [CBC](#) English Television, [Antoni Cimolino](#), General Director of the [Stratford Shakespeare Festival](#), [Marc Mayer](#), Director and CEO of the [National Gallery of Canada](#), and [Piers Handling](#), Director and CEO of the [Toronto International Film Festival](#).

The series is now LIVE and available on the [Culture Days YouTube channel](#)!

[Click here](#) to read more about the "In Conversation" video series.

Culture Days Bright Spots Schedule

Many Culture Days activity organizers have already begun using the [Bright Spots Schedule](#), have you? The on-line scheduling tool can be used to create a customized schedule of activities happening over the Culture Days event weekend. Activity organizers can use the Bright Spots Schedule to create a program guide highlighting activities happening in one particular location or community, and members of the public can use the tool to plan their Culture Days weekend by creating a personalized schedule.

[Click here](#) to read more about how you can use the Culture Days Bright Spots Schedule.

Want to a tutorial? Join the FREE Tele-info Session and webinar tomorrow ([see below](#)).

Upcoming Free Tele-Info Sessions

There will be another two, FREE Tele-Info Sessions being held over the next few weeks for anyone with questions about using the Bright Spots Schedule or any other general questions about organizing an activity for Culture Days:

Thursday, September 8 @ 2pm ET - Culture Days Bright Spots

Tuesday, September 13 @ 2pm ET - LAST CALL open to all inquiries

To reserve your spot, [click here](#).

Marketing Tools: Customized Web Banners

Use the Culture Days Customized Web Banner to promote your activity on your blog or web site! You can automatically generate a customized banner that will include your activity name and a link to your activity page on the Culture Days web site. Simply click the “promote” button to the right of your published activity listing on the “My Activities” page in the “[My Culture Days](#)” section of the [Culture Days web site](#). A box featuring the embed code for the banner will appear below each published activity. Simply copy and paste the embed code into the source code (HTML) of your website or blog!

[Click here](#) to see an example of a Culture Days Customized Web Banner.

Marketing Tools: Video Bumpers

As more activity organizers are increasingly using video to promote and document their activities, Culture Days is pleased to introduce free video “bumpers”, which can be downloaded [here](#).

Whether you’re planning on creating a short video to promote your activity before the Culture Days event weekend or are planning on shooting video with your smartphone over the Culture Days weekend to document your experience, you can incorporate these Culture Days video “bumpers” into your video clip.

Video “bumpers” are short video clips that appear at the beginning and end of your video that help to contextualize your videos; the Culture Days video bumpers include Culture Days titles and calls to action. By using the Culture Days video bumpers, you’ll be identifying your video as being part of the Culture Days movement. Once you’ve produced your video, be sure to upload the finished product to the [Culture Days YouTube channel](#) and share it on [Facebook](#), your blog or web site.

[Click here](#) to download video bumpers.

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Inspiration



Culture Days was inspired by Journées de la culture
produced by Culture pour tous in Quebec since 1997



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Culture Days

4750, avenue Henri-Julien, 050
Montréal, Québec
H2T 2C8