

Culture Days Newsletter / September 8, 2010

Culture Days is nearly here!

As activity organizers, you have a lot to think about as you get ready for Culture Days. We thought we'd put together a checklist of things to help you make sure your activity runs smoothly.

10 tips to ensure a successful Culture Days Weekend

- **Tip #1 – Encourage attendance**
In these last three weeks before Culture Days, you can do a lot to encourage attendance at your activity. Create word-of-mouth by mentioning your activity to friends and family, colleagues and neighbours. Reinforce the message by sending an email invitation to your contacts with the [e-flyer](#). Send a press release to your local media using the [promotional toolkit](#) and [invite your elected officials to attend](#). You can also use Facebook and Twitter to generate buzz – have your friends “like” your activity using the social media buttons.
- **Tip #2 – Double check your activity listing**
Have you read over your activity listing lately? Please find your activity at www.culturedays.ca and verify that the date, time, address and map location are all correct. **IMPORTANT!** If something has occurred at the last moment that prevents you from running your activity, please notify the people you invited, and send an email to info@culturedays.ca with your activity name, email address and the reason why you had to cancel.
- **Tip #3 – Plan ahead**
Be an optimist, but plan ahead. Take a few moments to consider what might go wrong and think through solutions. Make sure you have the contact information for your venue host in case you are locked out or there are other emergencies. It's always a good idea to bring extra materials and signage in case you have a lot of guests, or you have to move locations.
- **Tip #4 – Set an attendance limit**
Think about how many people can take part in your activity at any one time without feeling overwhelmed or being over capacity. If you don't have someone working at the door, you may find that a simple sign taped to the entrance saying that this activity is full, and when you will be able to welcome new participants (e.g. in 20 minutes) will work just as well. If your activity is very hands-on, you may want to limit attendance to a small number so that each person gets personal attention. If you asked people to sign-up ahead of time, don't forget to bring your RSVP list.
- **Tip #5 – Put up lots of signage**
Make it easy to find your activity. Make sure you put up signs outside of the building, facing different directions for people coming by car or on foot, and at eye-level on doors and directing up or down halls or stairways. Bring some markers, papers and tape in case you need to make additional last-minute signs.
- **Tip #6 – Get some volunteers**
Try and get a volunteer or two to come help with set-up, clean-up, crowd control, counting attendance, taking pictures, etc. It is hard to do all those things while you are also occupied with running the activity and dealing with the public.
- **Tip #7 – Be a good host**
Culture Days is all about welcoming the public into your creative world. (It might surprise you that some people find art or culture intimidating). Little things can make a world of difference to someone's experience. As a Culture Days host, try to make sure you start and end your activity on time, be friendly, share your knowledge and offer help when needed. You may want to find out about other local Culture Days activities so you can recommend nearby activities when people are finished at your site.
- **Tip #8 – Be a good guest**
If your activity takes place at a venue, be respectful of the space and clean up after your activity. Get to know the building before your activity so you know how to tell people where the washrooms and exits are.
- **Tip #9 – Take pictures or videos**
Be proud of being a part of the largest and first Canada-wide arts and culture party! Ask a friend to take photos or even make a video of your activity. Encourage the public to take photos or videos and post them online. Share your photos on the national [Culture Days Flickr group](#) and [email us a link to your YouTube videos](#). You can also post them to the [Culture Days Facebook page](#). Some people aren't comfortable having their or their children's pictures taken so ask permission and have parents complete a photo release form. Click [here](#) for a sample template.
- **Tip #10 – Keep a count of participants**

Please keep a tally of how many people attend your activity. Whether you had 10 people or 10 thousand people show up, your activity numbers will be added to the national Culture Days numbers across the country. And ask people for feedback – how did they enjoy the experience? In the coming days, Culture Days will be circulating a survey with more detailed questions about your activity, attendance and public participation.

Visit the Culture Days blog for more tips and ideas

Read the [blog](#), find ideas for [communicating with your elected officials](#) and much more. [Share your thoughts](#) or ideas with us!



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