

AUDIENCE DEVELOPMENT DATA - BUILDING A NETWORK



Background: Destination Toronto

Destination Toronto's mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city. Destination Toronto markets and promotes the city to global travellers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending.

Operating in partnership with:

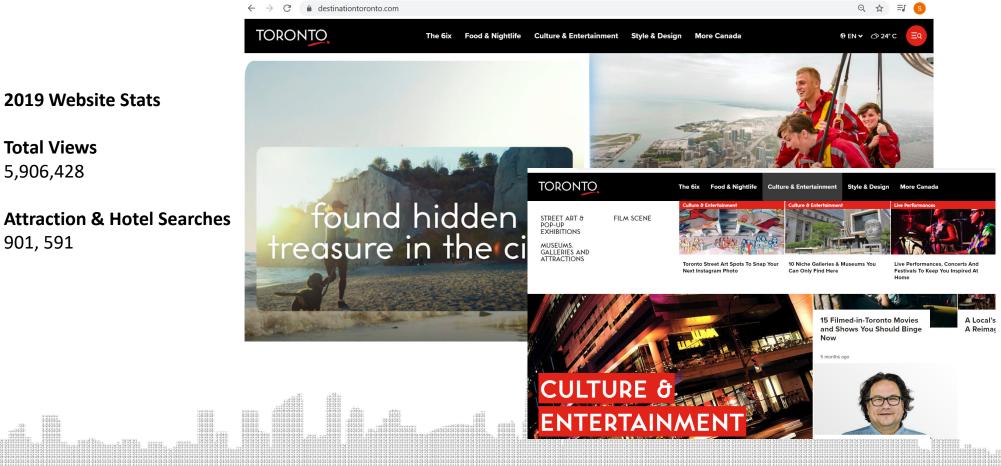
- City of Toronto
- Greater Toronto Hotel Association
- Ontario Ministry of Heritage, Sport, Tourism and Culture Industries

DestinationToronto.com



Total Views 5,906,428

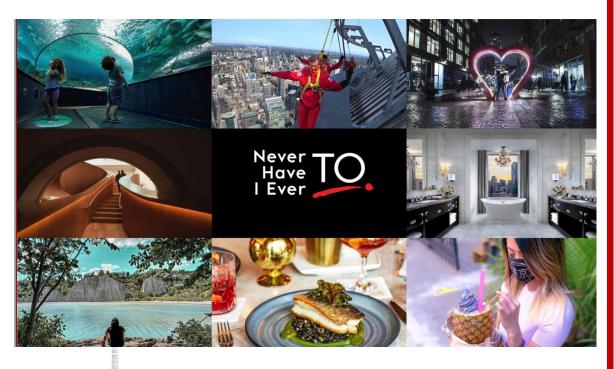
Attraction & Hotel Searches 901, 591





NEVER HAVE I EVER, TO

Omni-channel campaign uses social media, digital, television, out-of-home, local ambassadors and more to engage audiences. The campaign's creative idea is a play on the popular game of the same name that encourages locals and visitors from regional drive markets in Ontario and Quebec to safely enjoy experiences of all kinds throughout the city – and inspire others to do the same using **#NeverHavelEverTO**.



New Campaign runs August 17 to October 30

TORONTO EVENTS DATABASE

Introducing a Toronto centric database of Art and Culture events, organizations and venues



<u>Grow the impact</u> of the city's art and cultural organizations, events and venues and develop new audiences by sharing information across a network of event calendars fueled by <u>the most robust and</u> <u>current database</u> of things to do in Toronto.

The Problem

Highly fragment system of event information

EVENT PRODUCERS – must list their events on multiple sites to reach consumers

CONSUMERS – must search multiple sites to find full range of events

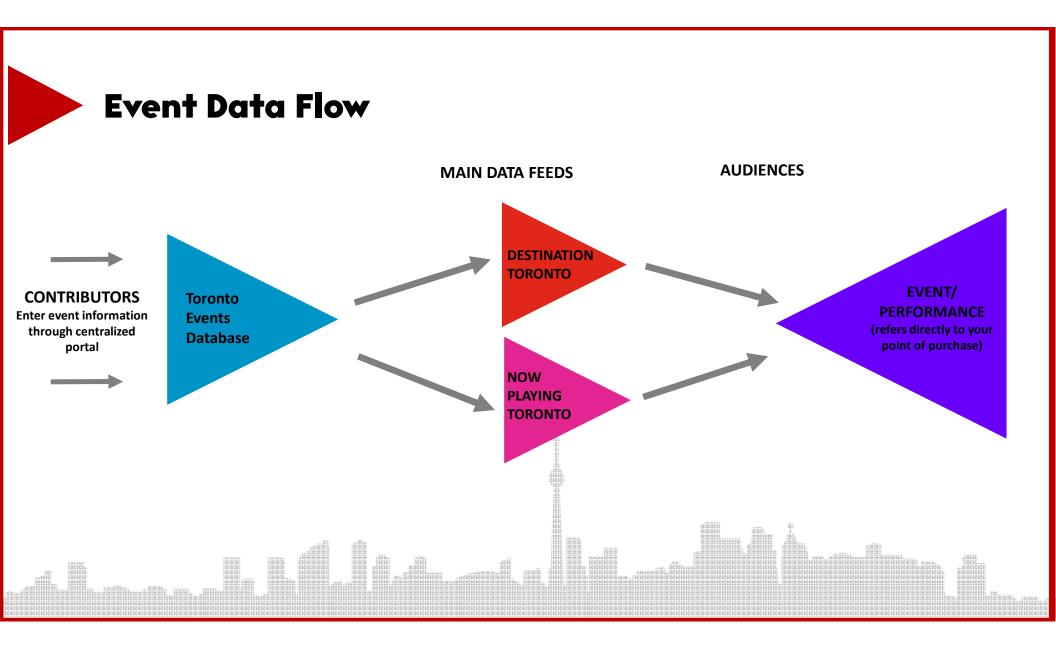
The Opportunity

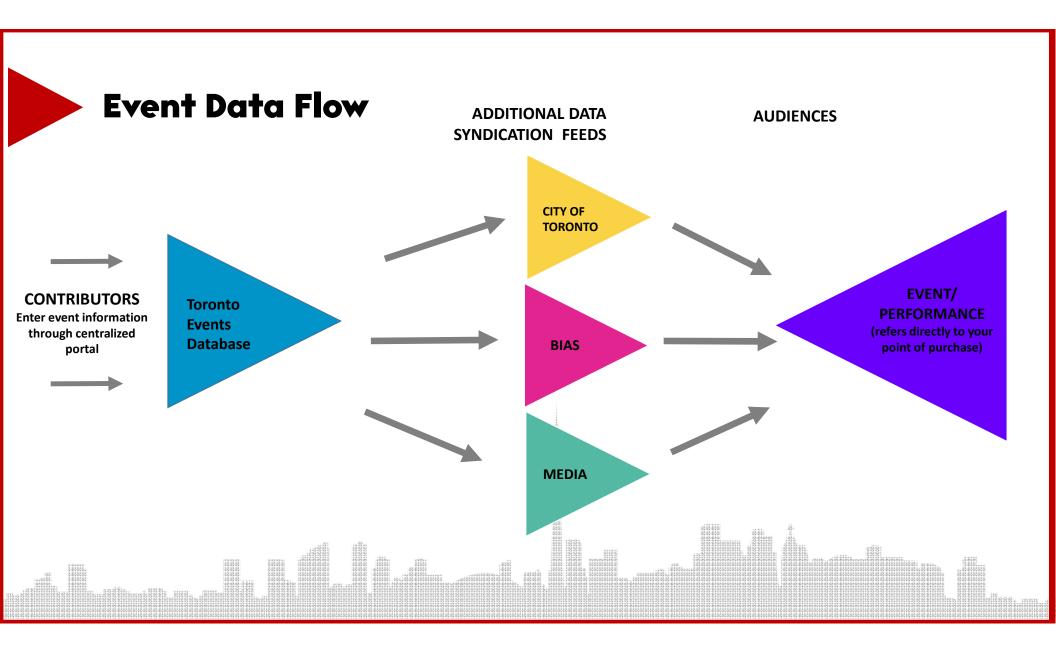
1) Introduce a new Toronto Events Calendar Database offering a single point for event producers to list events at no cost. Become THE robust centralized source of things to do, driving event data to multiple sites and expanding audiences and wider exposure.

2) Working with a formal advisory group made up of arts leaders, *launch an authentic local-facing website called Now Playing Toronto*, dedicated to audience development that reflects the full breadth and depth of Toronto's Arts & Culture scene.

3) Leverage Destination Toronto's position in the market and role as an aggregator, and its ability and resources to execute a data strategy at scale.

MORE REFERRALS TO MORE BUSINESSES





Data Syndication

- Syndicating customized content to other third party calendars
- Improves efficiency in the sharing of calendaring content
- Filters include category types, date ranges, postal codes, organization, venue

Opportunities include:

- Toronto Alliance for Performing Arts
- Toronto Arts Council
- Other arts sector organizations
- BIAs
- Local Publications: NowToronto.com, Toronto.com, BlogTO.com, Narcity
- City of Toronto
- Destination Ontario
- Attractions Ontario



Powered by:

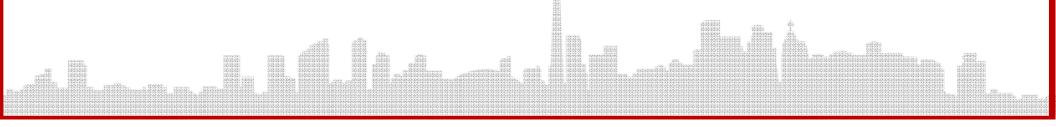


Fosters arts and cultural engagement through database support, related website development, hosting, maintenance, and consulting services.





Akron OH | Austin TX | Bainbridge Island WA | Birmingham AL | Boston MA | Cape Cod MA | Cincinnati OH | Cleveland OH | Colorado Springs CO | Columbia SC | DuPage County IL | Durham NC | Essex County MA | Flagstaff AZ | Flint MI | Fort Lauderdale FL | Indianapolis IN | Kalamazoo MI | Kansas City MO | KeepMovingOKC | Macon GA | Main Line Area PA | Marin County CA | Marquette County MI | Mendocino County CA | Middlesex County NJ | Milwaukee WI | Montgomery County MD | Napa Valley CA | Nashville TN | Niagara County NY | Oklahoma City OK | Orange County CA | Orlando FL | Ottawa IL | Panama City FL | Pittsburgh PA | Providence RI | Richardson TX | Sacramento CA | San Antonio TX | St. Cloud MN | St. Croix Valley MN/WI | St. Johns County FL | Stillwater MN | Tallahassee FL | Utah | Ventura CA | York County PA



Now Playing TORONTO

NEW arts and culture focused, local-facing website, populated by a feed from the Toronto Event Database



TWO KEY FUNCTIONS

Vibrant Calendar of Events for Arts and Culture enthusiasts

Where audiences can search and discover new Arts and Culture events in Toronto, and find inspiration for things to do supported by a content plan that includes editorial features, regular newsletters and active social feeds.

Intake for event content

Where producers go to access the portal to submit their event information

Key strategies

Centralized data – single point of management for arts and culture event producers at no cost
Showcase scope and scale – reflective of the full breadth of arts & culture scene
Industry-guided – ongoing feedback and refinement from arts community leaders
Content amplification – Support with robust marketing including content, social, newsletter
Increased relevancy – optimizing organic search, driving more links to content

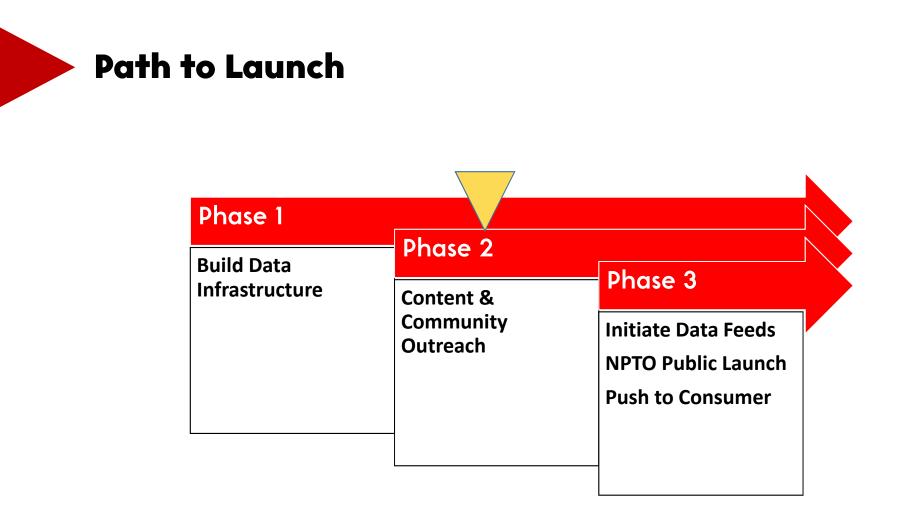


Primary Target Audience

- Arts & Culture enthusiasts
- Locals & Visitors

Principal Drivers

- Dedicated NPTO marketing and social
- Dedicated NPTO SEO/SEM
- Arts and culture orgs and influencers
- Affinity Groups
- Niche Groups



September

Phase 2

CONTENT STRATEGY & OUTREACH

Industry Outreach & Onboarding

Launch event submission intake process

Extend and Expand Story

Initiate initial data feed syndication

- NowPlayingToronto.com
- DestinationToronto.com

Editorial Plan

Establish ambassadors & contributing writers and develop curation of themes

Multi-Channel Promotional Plan

Develop dedicated social channels and build newsletter strategy

October

Phase 3

LAUNCH

Push to Consumers

- Launch NowPlayingToronto.com
- Target date of October 18
- Implement robust marketing plan including:
 - Kick-off event
 - Paid and earned media strategy
 - Launch social feeds and newsletter strategy

Expand Reach of Data Syndication

Expand syndication data feed network to widen audience



Content Channels

Website NowPlayingToronto.com

Social

Twitter: NowPlayingTO IG: NowPlayingToronto Facebook: NowPlayingToronto

NPTO eNewsletter

LinkedIn NowPlayingToronto – B2B

TORONTO EVENTS DATABASE TED

Event Submission Process

.....

Why List my Event?

- 1. Enhance audience development with arts enthusiasts, residents and visitors
- 2. Promote across a network of data sources and event calendars including but not limited to:
 - NowPlayingToronto.com
 - DestinationToronto.com
 - BIAS
 - City of Toronto
- 3. Access to TAPA Member benefits including
 - Eligibility for Dora consideration
 - HipTix and CitySpecial ticket program

How Do I Upload an Event?

The Toronto Events Database (TED) is designed to help you promote your organization and your events.

TAPA Members will receive an email from Artsopolis with a dedicated link. Once you verify your organization's details you can then begin posting your events.

If you do not receive an email visit intake form and type in your organization name.

- If there is an alert stating "This Organization Name has already been registered" send email to receive your dedicated link to begin posting events.
- If your organization details are not already in the system, please enter information directly into the intake form. On submission, you will receive a confirmation email with a dedicated link to connect to your account to begin entering your event information.

Event Categories

Culture & Learning

- Classes & Workshops
- History & Heritage
- o Lectures & Talks
- Science & Technology

Fashion

Festivals & Special Events

- o Annual Festivals
- Special Events

Film

- o Canadian
- o Documentary
- Indie & Foreign Language
- o Repertory Cinema
- Special Screenings

Literary Arts

- o Literature
- Poetry
- o Storytelling

Stage

- Comedy & Improv
- o Dance
- o Musical Theatre
- o Opera
- o Spoken Word
- o Theatre

Visual Arts

- o Design & Craft
- o Public Art
- Visual Art Exhibitions

Museums

Music

- o Caribbean & Latin
- o Classical
- Country
- o Electronic Dance
- o Faith
- o Folk/Roots
- \circ Indie
- Jazz / Blues / Big Band
- o Pop
- o R&B / Soul / Funk
- o Rap / Hip Hop
- o Rock
- \circ World

Experiences & More

- ACCESS
- o Free
- \circ Holiday / Seasonal
- o Indigenous
- o Kids & Family
- o LGBTQIA+
- o Online / Streaming
- o Outdoor

Event Submission – Steps

EVENT INTAKE PROCESS

- Create Account
- Organization Add New/N
- Venue Add New/Manage
- Event Submit New Ever

*	DASHBOARD
-	ACCOUNT
*	ORGANIZATION/
	BUSINESS
Ê	EVENTS
血	VENUE

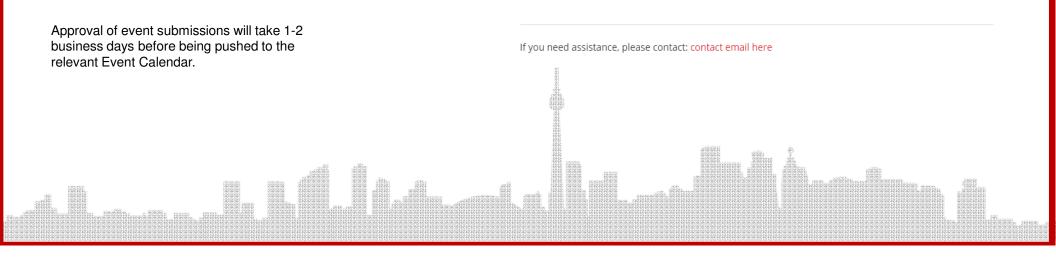
Welcome to your dashboard sja

You can manage your individual artist profile, organization or business profile, post and edit events, bookmark your favorite listings, and more. To return to your dashboard at any time, click "My Account" in the upper right corner.

If this is your first time submitting an event, you will need to create an organization or business profile, or if you are an artist, you will need to create an artist profile. You can do all of that using the links in the tool bar above.

Please be sure to read the Submission Guidelines in each section first. Happy sharing!

CREATE NEW EVENT



Account Information

Organization

□ Name

- Description
- Website, Blog, Social Media Links
- Business Type
- Contact Info

Venue

- Venue Name
- Venue Description
- Venue Address
- Parking Information
- Public Hours
- Public Admission Fees
- Website, Blog, Social Media Links
- Contact Information
- Accessibility Information
- Venue Type
- □ Capacity

Event Details

Event Information

- Name of Event
- □ Event Summary (1 sentence)
- □ Event Description (1-2 Paragraphs)
- Website
- □ In person/Virtual/Both

Category Type

- □ Select one primary category
- □ Select secondary categories
- □ Tags (Add up to 10 tags)

Images

- □ Primary Image (rights approved)
- Secondary images
- Video Link

Presenting Organization

- Select presenting organization
- Co-presenters

Venue

Select Venue

Ticket Information

- Ticket details
- Ticket Phone
- Ticket Website
- Ticket Email

Accessibility

- Relaxed Performances
- Details
- Information Link

Contact Information

Primary Contact

Key Dates

Sept. 7

Invite community to begin uploading event details to the Toronto Events Database aka TED

Sept. 10

NowPlayingToronto.com goes live in beta mode and connects to data feed from TED

Mid Sept

Destination Toronto launches new Calendar of Events, connecting to data feed from TED

October 18

Public launch of Now Playing Toronto and significant consumer push