



CREATIVE CONFERENCE 2020

PROMOTION 101

hosted by ArtsCouncilofSurrey.ca

In partnership with



EVENT DETAILS & PLAN

Registration Required | FREE | Lunch Included

Saturday, March 14 | 8:30am - 4:00pm

Newton Cultural Centre

[13530 72 Ave, Surrey, BC V3W 2P1]

info@artscouncilofsurrey.ca | artscouncilofsurrey.ca

Be Seen. Be Heard. BE NOTICED!



CREATIVE CONFERENCE 2020 PROMOTION 101

hosted by ArtsCouncilofSurrey.ca

present

5 PROMOTIONAL DO's & DON'Ts

Many artists miss out on career-altering exposure because they submitted their content to the media in the wrong way or format...this conference will provide guidelines to change this unfortunate reality.

This is a rare opportunity to learn from the best!

Join us as communication experts from the City of Surrey's Cultural and Communication Teams, and the Arts & Entertainment Editor/Writer for the iconic cultural tabloid - The Georgia Straight, share their knowledge to successfully increase your creative exposure with traditional and social media platforms.

SESSION INFORMATION & PRESENTERS

MORNING SESSION #1 | 9:30am-10:00am



OPENING KEYNOTE ADDRESS

LIANE DAVISON
Cultural Manager



The 5'Ps of Marketing

Product, Price, Promotion, Place and People

The 5 P's of Marketing – Product, Price, Promotion, Place, and People – are key marketing elements used to position a business strategically. The 5P's of Marketing [aka 'the marketing mix'], are variables controlled by you to satisfy customers in your target market, add value to your business, and help differentiate your business from competitors.

Promotion refers to activities that make your business better known to consumers. The better you understand and target your market, you can more effectively spend time and money to reach them.

Focusing on the 5Ps will also help you figure out what's working and what's not when it comes to marketing your business.





CREATIVE CONFERENCE 2020
PROMOTION 101
hosted by ArtsCouncilofSurrey.ca

MORNING SESSION #2 | 10:10am-10:40am



JENNA KUZEMSKI
Project Manager of Special Events



YOUR BRAND & IDENTITY

Earn best practices to create a brand that represents your identity as an artist. Jenna will outline steps to discover your brand and the tools and skills you will need to make it come to life.

Jenna Kuzemski is the Project Manager of Special Events at the City of Surrey. She has a history of leading marketing and communications strategies for established brands including Surrey Fusion Festival, Surrey Canada Day, Squamish Valley Music Festival, the Commodore Ballroom and a variety of other music festivals, concerts and events. She has brought festivals and brands to life through digital marketing and media campaigns, and believes that building a strong brand, establishing your tone of voice and ensuring consistency in marketing materials is pivotal for success.



CREATIVE CONFERENCE 2020
PROMOTION 101
hosted by ArtsCouncilofSurrey.ca

MORNING SESSION #3 | 10:50am-11:50am



JANET SMITH
Arts & Entertainment Editor/Writer



PRESS-ability!

Put Your Best Visual & Pitch Forward

Janet is on the receiving end of hundreds of arts press releases/media kits daily. She will share tips on how to get noticed and get coverage in print or online. She'll cover the essentials for photos, from lighting to horizontal vs. vertical, and the essential DPI, and outline the best ways to share video with the press. Learn to pitch an angle, format a press release, and find the right person to send it to.

Georgia Straight style and arts editor/writer Janet Smith has spent more than 25 years covering the Vancouver area's booming cultural scene. She's witnessed everything from opera in a giant bird cage to ballerinas banging their heads to heavy metal. A Carleton University arts-journalism grad, she works in digital and print platforms, hosts preshow DanceHouse talks, and sits on the Vancouver Film Critics' Circle.



CREATIVE CONFERENCE 2020 PROMOTION 101

hosted by ArtsCouncilofSurrey.ca

business lunch

Saturday, March 14th, 2020

8:30am-5pm | Newton Cultural Centre

13530 72 Ave, Surrey, BC V3W 2P1

LUNCH INCLUDED



Mix 'n' Mingle | 11:50am - 12:35pm [45 min.]

In keeping with the theme of PROMOTION of our conference - and to provide you with even more connections to your creative community - the Arts Council of Surrey has invited a small list of cultural shifters, art influencers, media writers/editors and fellow creative peers to join us for an informal *mix 'n' mingle* while enjoying your lunch.





CREATIVE CONFERENCE 2020
PROMOTION 101
hosted by ArtsCouncilofSurrey.ca

AFTERNOON SESSION #1 | 12:35pm - 1:05pm



RHYS EDWARDS
Assistant Curator
Surrey Art Gallery



NEWS: Effective Press Releases

We live in the information age, the digital age, the age of distractions and short attention spans. The news is constantly changing. Whether it's local media and community newspapers, or national and international outlets, what makes people stop to read, think, reflect, engage, and take action.

Rhys Edwards is a critic, artist and curator. He has written for Canadian Art, 7x7, The Capilano Review and BC Studies, along with multiple Vancouver-based art blogs. He won the C Magazine New Critics prize [2014] and co-founded the Agent C Gallery [2015]. Rhys has developed several exhibitions, coauthored the City of Surrey's 2015 Surrey Operations and Civic Infrastructure Art Plan and published essays on City of Surrey's Public Art collection.



CREATIVE CONFERENCE 2020 PROMOTION 101

hosted by ArtsCouncilofSurrey.ca

AFTERNOON SESSION #2 | 1:15pm - 2:00pm



CHRISTINA CAMPBELL
Performing Arts Programmer



REENA TAANK
Business Operations Coordinator



Websites, E-com & Mailings, Oh My!

How to increase brand awareness and sales through top-notch e-communications, mailings, and website content.

Christina Campbell has honed her marketing skills for 15 years as: Tour Coordinator with the Arts Club Theatre Company, Performing Arts Programmer with Surrey Civic Theatres and as Artistic Director of Classic Chic Productions. She loves seeing a marketing plan come together so that artists can get their work seen.

Reena Taank has 20+ years of experience in the arts and entertainment industry, primarily for not-for-profit performing arts organizations. She's worked in: ticketing, marketing, patron development, and database analysis, which means she's an expert when it comes to understanding the importance of revenue management, dynamic pricing and customer behaviour analysis.





CREATIVE CONFERENCE 2020
PROMOTION 101
hosted by ArtsCouncilofSurrey.ca

AFTERNOON SESSION #3 | 2:10pm - 2:40pm



NATALIE POPE
Digital Communications Specialist



BECOME GOOGLE FRIENDLY

How to get along with Google

Show up in Google Search Results

Learn Search Engine Optimization (SEO) basics so your website shows up in Google results.

Natalie pairs strategic thinking with user research to help make effective web content. An experienced digital strategist, Natalie has worked with many groups at the City of Surrey to improve their web presence by making content easier to find, understand, and act on.





CREATIVE CONFERENCE 2020
PROMOTION 101
hosted by ArtsCouncilofSurrey.ca

AFTERNOON SESSION #4 | 2:50pm - 3:20pm



TIA SAINI
Digital Marketing Specialist



SOCIAL MEDIA PLATFORMS

Learn the latest in social media practices and trends to be able to tell your story through impactful digital content.

Tia Saini works as a Digital Communications Specialist at the City of Surrey helping to lead social media strategy, planning, and execution. She has her Masters in Public Relations and Corporate Communications from Georgetown University in Washington D.C. She is team data! The more you know, the better your content.





CREATIVE CONFERENCE 2020 PROMOTION 101

hosted by ArtsCouncilofSurrey.ca

EVENT WRAP UP | 3:20pm - 4:00pm



ACS OFFICIAL CLOSE | FEEDBACK FORM | NETWORKING

EVENT PLAN at a glance

REGISTRATION 8:30am-9:20am—40 mins ACS OFFICIAL OPEN 9:20am-9:30am			
9:30-10:00am	30 mins	Opening Key Note Address: The 5 P's of Marketing: Product, Price, Promotion, Place and People	Liane Davison Cultural Manager City of Surrey
BREAK 10:00am-10:10am—10mins			
10:10-10:30am	20 mins	Your Brand and Identity	Jenna Kuzemski Project Manager of Special Events City of Surrey
10:30-10:40am	10 mins	Q&A	
BREAK 10:40am-10:50am—10mins			
10:50-11:35am	45 mins	PRESS-ability! Put Your Best Visual & Pitch Forward	Janet Smith Arts & Entertainment Editor/Writer Georgia Straight
11:35-11:50pm	15 mins	Q&A	
MIX 'n' MINGLE LUNCH [Included] 11:50am-12:35pm—45mins			
12:35-12:55pm	20 mins	Make the News! Writing Effective Press Releases	Rhys Edwards Assistant Curator Surrey Art Gallery
12:55-1:05pm	10 mins	Q&A	
BREAK 1:05pm-1:15pm—10mins			
1:15-1:45pm	30 mins	Websites and E-communications and Mailings, Oh My!	Christina Campbell Performing Arts Programmer Surrey Civic Theatres Reena Taank Business Operations Coordinator Surrey Arts Centre
1:45-2:00 pm	15 mins	Q&A	
BREAK 2:00pm-2:10pm—10mins			
2:10-2:30 pm	20 mins	Become Google Friendly: How to get along with Google – Show up in Google Search Results	Natalie Pope Digital Communications Specialist City of Surrey
2:30-2:40pm	10 mins	Q&A	
BREAK 2:40pm-2:50pm—10mins			
2:50-3:10pm	20 mins	SOCIAL MEDIA: Exploring Social Media Platforms	Tia Saini Digital Marketing Specialist City of Surrey
3:10-3:20pm	10 mins	Q&A	
3:20-3:30pm	10 mins	ACS Official Close	MC Paul R Thompson Founder & Owner of STCcreatives ACS Marketing Coordinator
3:30-4:00pm	30 mins	Networking & Feed Back Form	