

# **FAQ SUMMARY**

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# MARKETING MASTERCLASS FOR ARTS AND HERITAGE ORGS 2021-2022 FREQUENTLY ASKED QUESTIONS (FAQs)

## What is WIC's Marketing Masterclass for Arts and Heritage Organizations?

This program, developed and delivered in partnership with Kingston Arts Council and Ottawa Arts Council, will be piloted in Ottawa, Kingston, and Toronto, and will provide 30 arts and heritage organizations with an intensive training experience where they will create a marketing strategy to address a challenge or opportunity of their choosing. The training period will start in Fall 2021 and continue into early Winter 2022 and will include a monitoring and evaluation period that will extend to early Summer 2022.

In addition to receiving training, participants will be able to connect with community leaders and learn about local resources available to support their goals.

The program was designed in response to WorkInCulture's [MakingItWork Report](#) which reinforced that effective marketing and content strategies have the potential to:

1. Increase public awareness of arts and heritage organizations;
2. Drive ticket sales, memberships and other earned revenue opportunities;
3. Allow arts and heritage organizations to engage more extensively and inclusively with their audiences;
4. Support and enhance an arts and heritage organizations' fundraising efforts;
5. Help arts and heritage organizations' fulfill their mission/vision/goals statements more effectively;
6. Provide an opportunity for arts and heritage organizations to communicate more efficiently with funders, alumni, patrons, and audiences.

## Who is eligible to apply?

Staff or volunteers representing non-profit arts (all disciplines) or heritage organizations of any size may apply. **Eligible organizations must:**

- Be based in one of the pilot communities of Kingston, Ottawa, or Toronto
- Be a federally or provincially incorporated professional, non-profit organization with an arts or heritage mandate - e.g. museums, galleries, theatres, arts/heritage services organizations, an organization managing a heritage site, or equivalent Indigenous peoples' institution, or organization, etc. (Indigenous peoples include First Nations, Inuit, and Métis);
- Be administrated by an active board of directors or equivalent Indigenous governing body.

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Additionally, the ideal participant would be a staff or volunteer member who is responsible or shares responsibility for planning and executing marketing activities for the organization.

The applicant must have a marketing strategy development plan(s) and/or ideas for their organization that they looking to address and refine through the training.

### What can I expect as a participant in this program?

As part of the application and assessment process, participants will identify key learning objectives and a marketing strategy development plan they wish to create/expand on during the program.

Through workshops, webinars, peer-centered sharing, presentations, online resources, and activities, participants will gain competency and confidence in establishing their marketing strategy. These activities will focus on marketing basics and best practices of how to set a strategy, as well as practical guidance on how to assess one's project plans, define one's audience, and how to implement and evaluate one's marketing strategy.

Participants are encouraged to connect with and learn from each other's experiences as they navigate the stages of their marketing strategy development and implementation.

Periodic evaluation will happen at the beginning, midpoint and close-out of the training program to measure the impact and effectiveness of the training provided. Additional periodic evaluation (e.g. surveys, mini interviews) will occur during a 4-5 monitoring period post-training delivery.

### How many participants will be accepted into the program?

Only 30 participants will be accepted into the program – WorkInCulture anticipates that there will be an equal number of participants from each community, e.g. 10 from Kingston, 10 from Ottawa, 10 from Toronto. However, the exact number of participants from each community may differ.

### How will the training be delivered?

The program is designed to be a blended learning experience with both in-person and online learning activities. However, due to the current status of the COVID-19 pandemic, the first set of workshops will be delivered virtually via Zoom with in-person sessions planned for later in the program delivery timeline. **Please note, the workshops will not be recorded for access later.**

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Additional webinars will be delivered periodically and virtually over Zoom. Additional resources (e.g. worksheets, templates, readings) will be made available through WorkInCulture's eLearning website through a registered user-only access point.

Other training and resources may be offered by the program partners through their own venues or online platforms.

### Is travel required?

Travel to the workshop venue(s) located in the host community for the in-person training sessions will be required. Participants will only be expected to attend workshops delivered in their host community (e.g. Toronto-based participants will attend in-person workshops at a Toronto venue).

### What COVID-19 precautions are you taking?

WorkInCulture has been monitoring the post-pandemic reopening plans and processes carefully. We understand that some participants may be apprehensive about returning to in-person training by the end of the Government of Ontario's 3-step re-opening plan. Therefore, we have committed to providing virtual training sessions until early-mid Fall 2021 across our programming.

The in-person workshops for *WIC's Marketing Masterclass* are tentatively scheduled for a November 2021 to February 2022 delivery period with the understanding that Ontario should be fully re-opened by then. Additional safety measures for the in-person workshops will still be applied when/where applicable. For example:

- Providing any relevant health and safety guidelines/requirements for participants in advance of workshops so they know what to expect;
- Selection of venue with clear and detailed cleaning and safety protocols;
- Option to wear face-coverings and/or provision of facemasks and hand sanitizer during workshops;
- Other measures TBD and based on current recommendations.

If, leading up to the delivery date, it is determined that it is not safe to convene participants for the planned in-person workshops(s), they will be converted to Zoom delivery. WorkInCulture will endeavour to provide sufficient notice of any schedule and delivery format changes.

### What does it cost to participate?

There is no fee to apply or participate in the program.

However, participants will be required to cover costs associated with taking the time to attend the workshops and access the training including utilizing one's own computer or laptop and having access to reliable wi-fi connection, etc. Participants will also have to

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travel to the workshop venue(s) for the in-person training sessions in their host community.

### What kind of learning accommodation can you offer?

Closed captioning will be provided during all virtual sessions delivered over Zoom. Online resources available through WorkInCulture's eLearning website will remain available to participants for a period of 6 months past the delivery time period.

WorkInCulture will endeavour to select an accessible venue for the delivery of all in-person training components where possible.

Please let us know of any learning accommodations we can provide by contacting Stephanie Draker, Program Manager at [stephanie@workinculture.ca](mailto:stephanie@workinculture.ca) and we will do our best to meet your needs.

### What is the time commitment?

Participants are expected to attend all the planned training sessions. **Please note, the workshops will not be recorded.**

Additionally, participants will spend time reviewing content uploaded to the online learning management system, completing home assignments, and working on the development of their strategy in-between sessions. We anticipate that this may account for an additional 10-15 hours per month but may vary depending on the relevance of the additional resources to each participant and amount of time available to work on their marketing strategy in-between sessions.

Post-training delivery, participants will enter into a 4-5 monitoring period where WorkInCulture staff will reach out periodically with surveys and potentially brief interview requests to gauge participants' progress in implementing their marketing strategies in order to evaluate the impact of the training program. Participants will reconvene in each region near the end of this monitoring period to report back on their experience implementing their strategies.

Training schedules for each region are provided below.

[SCHEDULE FOR OTTAWA](#)

[SCHEDULE FOR KINGSTON](#)

[SCHEDULE FOR TORONTO](#)

Please note that the schedules noted above may change. **WorkInCulture is also monitoring the post-COVID re-opening stages and will make further adjustments if required.**

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## FREQUENTLY ASKED QUESTIONS (FAQs)

### What are the benefits of participating?

The primary benefit is the opportunity to learn about relevant marketing skills and to work on developing a marketing strategy that will be ready to review with your team, and/or implement and evaluated by the end of the training program or post-training monitoring period. Participants will also connect with community peers and learn about local resources available to support their goals.

Learning outcomes will be unique to each individual, but are intended to include:

- Fundamental marketing and marketing strategy development skills
- Knowledge of relevant marketing platforms, software and channels and how to leverage them
- Management and leadership skills
- Professional communication skills
- Decision-making skills
- Increased confidence
- Building of networks and contacts
- Awareness of upcoming opportunities in their community
- Consultation with the program facilitator

Participants that complete a minimum of **75%** of the training sessions **and** related assignments and activities will receive an official completion certificate.

Additionally, participants who complete the program may be invited to participate in additional program promotional campaigns (e.g. social media posts, podcasts, etc.) to capture their experience in the program and promote themselves and their organization. These campaigns will be shared with WorkInCulture's 11,000+ social media followers as well as across partner channels.

### How do I apply?

The application process for WIC's Marketing Masterclass will open on **June 28, 2021**.

The deadline to submit your application is **July 31, 2021**.

[CLICK HERE](#) to access the form.

### When will successful applicants be notified?

Successful applicants will be notified in August 2021.

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## What happens if I am selected?

WorkInCulture staff will contact you by email to confirm your participation. You will receive a package comprised of meeting dates and Zoom links and any other preparatory materials to review in advance. Additionally, you will receive an invite through WorkInCulture's eLearning website to register your user account to access any online eLearning content.

## What happens if I am not selected?

We would encourage you to apply for future programs. We will also endeavor to connect you to other learning opportunities or resources that might be applicable – just reach out to Stephanie!

**You can find these FAQs, training schedules, and other project information at:**

<https://www.workinculture.ca/Marketing-Masterclass>

If you have any additional questions please be in touch with Stephanie Draker, Program Manager at [stephanie@workinculture.ca](mailto:stephanie@workinculture.ca)