

MARKETING MASTERCLASS FOR ARTS AND HERITAGE ORGS 2021-2022

KINGSTON TRAINING SCHEDULE

SESSION	DATE	TIME	COMMUNITY	DELIVERY FORMAT
1 - Introduction	Wednesday, September 29, 2021	2PM - 4:30PM	KINGSTON	ZOOM
2 - What's your Project?	Wednesday, October 6, 2021	2PM - 4:30PM	KINGSTON	ZOOM
3 - Your Audience	Wednesday, October 20, 2021	2PM - 4:30PM	KINGSTON	ZOOM
WEBINAR #1 - Topic TBC; based on participants' needs	Wednesday, October 27, 2021	12:00pm - 1:30pm	ALL COMMUNITIES	ZOOM
4 - Your Collateral	Wednesday, November 3, 2021	2PM - 4:30PM	KINGSTON	ZOOM
5 - Implementing Your Marketing Strategy	Tuesday November 23, 2021	10:00am - 4pm	KINGSTON	IN-PERSON*
BREAK - MONITORING & CONSULTATION PERIOD	December 2021 - January 2022		ALL COMMUNITIES	
WEBINAR #2 - Topic TBC; based on participants' needs	Wednesday, January 12, 2022	12:00pm - 1:30pm	ALL COMMUNITIES	ZOOM
6 - Evaluating your Marketing Strategy	Tuesday, January 25, 2022	10am - 4pm	KINGSTON	IN-PERSON*
Post-Training Implementation and Monitoring Period	February 2022 - May 2022		ALL COMMUNITIES	
7 - Post-Training and Monitoring Check-in	Tuesday, May 17, 2022	TBC	KINGSTON	IN-PERSON

This schedule may change and WorkInCulture will endeavour to provide ample notice of any schedule and delivery format changes.

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***A Note About the Scheduled In-Person Sessions:**

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.

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.

Other Time Commitment Notes:

In addition to attending the training sessions, 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.

You can find the 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