

Festival 2014 Final Report

PUBLICITY GROUP REPORT

Co-Chairs: Anne Graham, Nancy Morgan

Advertising/Promotion: Nancy Morgan

Ambassador: Mary Anne Reinhard

Media Relations: Anne Graham

Tourists & Spectators: Anne Graham, Welcoming Committee (Registration Group)

Souvenir Program Guide: Martha Summers, Wendy McCracken

Ceremonies: Anne Graham

Logo

The Festival logo was designed before we had Publicity Chairs. The official logo, which was used when a good, clean, easily-reproduced logo was required, was as shown to the left.



When Nancy Morgan came on as Publicity Co-Chair and started working on the Internet and making postcards, another logo was accepted. This was used when it was deemed that something a bit “flashier” would do a better job of catching peoples’ attention:



Both were used quite extensively.



Floor Banner

Two floor banners were created also before we had Publicity Chairs. It was deemed vital to have something that “stood out”, that was easily transportable, and could be taken from place to place and put on display. Wendy VanderMeulen did the design and they were made at a local UPS Store for just under \$400. This was on display at all open dances in EOSARDA once it was made. It was first on display at the Halifax convention in 2010, but then was also taken to dances in Montreal and Guelph and to the US. A smaller, table-top version was also made, but the quality of the stand was not as good and it did not last very long. However, in its short life span, it did make it to the US.

We got a lot of good feedback on the look and effectiveness of the banner.

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Co-Chair Report: Anne Graham

The Beginning

Our **Publicity began in 2010** with an ad placed on the back cover of the Halifax program book. We gathered area promotional materials and had a display table in Halifax highlighted by our floor banners. We presented our “**Invitation Dance**” at the closing ceremonies wearing our Festival colours – red, white and gold. Peter Courdin and Karen Remy took part in the Fashion Show with their outfits. We planned for ads (Square Time, Border Boosters, T & D Topics and SWOSDA Bugle), other provincial associations, worldwide ads, mailings to clubs, newsletters etc. It was found that much of our contact could be done by email.

Local Promotion

An ad was prepared for **SQUARE TIME**, the local EOSARDA publication. This was in each issue until the festival and was changed periodically.

The **Festival 2014 Promotion Team** was set up to have a display at dances and other related events to raise awareness for the festival and to encourage everyone to register. Their duties were to:

- Make a list of dances and events – date, Name of dance or Event, Contact person and contact number
- Contact the organizers and arrange to have an area (table) available
- Organize materials for the display
- Arrange to have someone to set up, look after and take down the display

Festival 2014 “Fun & Fund Raising” was organized to promote an awareness and excitement among EOSARDA club members for Festival 2014 and to raise funds for the Festival. It was presented at the Spring 2012 Council of Dancers Meeting and continued to Spring 2014. Clubs were asked to organize an open or club level event with proceeds going to Festival 2014. Possible Suggestions:

Open: Dance, Party, Picnic, Community Dance;

Club Event: Book Sale, Silent Auction, Clothes Sale, 100 Dollar Draw.

Several clubs took up the challenge and had fun while supporting Festival 2014.

Countdown Dances were held at the Ottawa Convention Centre on the convention date in 2011, 2012 and 2013. As each year went by, the amount of beautiful red, white and gold outfits increased.

Spreading the Word was done by many of our dancing **Snowbirds** who travel in the winter to warm places such as Arizona, Florida, South Carolina, Texas etc. We made sure that they had registration forms and information to take with them.

Ambassador

Mary Anne Reinhard was our Ambassador contact.

- She began in September 2010 reaching out to local clubs initially and was able to find a member from most of the clubs willing to act as ambassador for their club. It should be noted that the long timeline was an impediment to having some people commit and some of the original ambassadors moved on to other clubs or quit dancing.
- Using **registration information**, she then canvassed people from farther afield and was able to find ambassadors in the Montreal Region, Victoria, BC, Nova Scotia, and Alberta. Most requests were sent by email and some by regular mail when necessary.
- During the final year, she used the **provincial dance sites** to find addresses for individual clubs, or in some cases Callers/Cuers to spread the word and again asking for ambassadors. She also reached out to clubs in New England and Pennsylvania.
- She put together packages of registration forms, postcards and buttons and distributed them to dancers from Ottawa who were traveling **out of the province to dance**. She also took packages with her when she traveled to out of town dances.
- As Ambassador, she was able to limit her expenses to the cost of the **ambassador buttons** by donating mailing and stationary costs.

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Souvenir Program Booklet

Our Souvenir Booklet began to take shape early in 2014 in the capable hands of our editor Martha Summers. The final deadline for submissions was set for May 15 but it was a struggle to get much of the information submitted on time. Timeline to the printer was June 1 to have copies by June 15.

Wendy McCracken was a late addition to the committee but almost single handedly managed to round up the majority of the advertising in the Booklet.

Included in the 48 pages were:

- **Letters of Welcome** from Ottawa Mayor and Ottawa Tourism, our Chair Wendy VanderMeulen, Bob Ruohoniemi President CSRDS, Karen Remy & Peter Courdin, Ontario Federation President Couple and EOSARDA President – Dave Western.
- The **front cover**, showing the centre block of the Parliament Buildings and the eternal flame, was designed by David Owen who also took the pictures of the board members.
- A **list of the Festival Board and committees**
- Picture, contact information, and a Fun Fact for each of the **Callers, Cuers, and other Leaders**.
- Information about the **EOSARDA Clubs**, including several who submitted additional interesting information.
- **Places to visit** in Ottawa
- **Master Schedule** and Activities - Vendors Village & Fashion Show, Panels/Seminars, Sewing Room, Banner Parade, Dancing on the Hill & Capital Survivor (the detailed dance schedule was inserted in the completed book)
- Square Dance Resources
- More about the Festival – Freddie, Heritage Dancers, etc
- Ads from our supporters
- **Memories Page** for autographs, etc.

650 copies were printed and we had about 100 left over.

Ceremonies

Banner Parade (Thursday Morning)

- All **permits** were confirmed, **insurance certificate** sent to the city and discussions held with Ottawa police for the parade and Dancing on the Hill
- Parade organizers gave out **signs** and helped with the lining up at 8:45am at Conference Centre lower level led by our Convention Banner followed by other countries, Canadian Provinces West to East, Ontario Federation Banner - Associations, Clubs –EOSARDA banner- our clubs
- At 9:15 over 300 dancers proceeded, led by **a piper**, along city streets to Parliament Hill. Marchers were required to follow all traffic rules (stop lights, etc.) and to keep together as much as possible. Monitors had walkie talkies. There were no problems en route.
- We arrived just before the Guards marched to and performed on the West Lawn.
- The **sound system** was set up and we danced in the same area from 10:35am to 11:45am.
- **CTV** took footage of Dancing on Parliament Hill, and reporter Eric Longly arranged to come to the OCC in the afternoon to gather more information and try dancing. (This was aired on the 6:00pm and 11:30pm local news and the National the following morning).

The Opening and Closing Ceremonies were purposely kept to a minimum, as there was not a good seating arrangement possible in the large hall where the ceremonies were to take place. As it is very uncomfortable to stand for any length of time, the ceremonies included only those things which we felt could not be excluded.

Opening Ceremonies (Thursday 7:00pm)

- After the introduction of Festival Chair, Wendy VanderMeulen, Wendy gave a rousing Welcome to Festival 2014 and Ottawa and led everyone in the singing of “O Canada.”

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- She then introduced visiting dignitaries (Chair and Vice-Chair of CALLERLAB; Executive Director of CALLERLAB; Chair of ROUNDALAB), and the **Canadian Square & Round Dance Society Board**. Festival 2014 was then **declared open by Bob Ruohoniemi**, Society President.
- We squared up and Wendy called the **“Welcome to Ottawa”** Dance.

Closing Ceremonies (Saturday 8:30pm)

- After her closing remarks, Wendy introduced the **Festival Board** and acknowledged all the **volunteers**.
- Wendy then introduced Bill Treleaven, the **Chair for Festival 2016**, who issued the invitation to Regina, Saskatchewan, July 28, 29, 30, 2016 - “Partner Up – Prairie Style”. The **Chains of Office** were officially handed over to Bill and his wife, Shirley.
- Festival Board members Wendy VanderMeulen and Andy Himberg-Larsen each did a singing call to start the Saturday Night Dance Party.
- Then, four fantastic callers for the **wind up dance party** kept us happily on the move till 10:00pm. What a great way to end a fabulous Festival!

Other

- A Notice Board was set up in the Registration Area.

I found that in some ways it was a detriment to have four years to work on our festival. Decisions that had been made were often rehashed and changed closer to event. The feeling that we had **“lots of time”** to do our job proved not always to be true.

It was a pleasure to be part of the Board of Directors of Festival 2014 and I am looking forward to Regina in 2016.

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Co-Chair Report: Nancy Morgan

MailChimp

This is a free cloud-based newsletter application that is used by more than 7 million people to reach millions of their customers, clients and friends. MailChimp is designed for all kinds of companies, big and small and for individuals to manage projects that require email marketing. It's easy and simple to use and most of all it's free to distribution lists of up to 2000 subscribers.



The initial distribution list for Festival 2014 began with just 64 subscribers and grew to 775. The open rate hovered close to 70% and we received very few "unsubscribed". Those that did wish to stop receiving our newsletter took the time to explain that they were no longer coming to Festival. A total

of 27 newsblast-newsletters were sent over two years informing the Festival goers of various updates and encouraging them to "share" the newsletter with everyone they knew.

MailChimp was also used to reach more than just those attending the Festival. We also sent out glossy newsletters to entice Vendors for the Vendor's Village and to reach specific organizations like the Clogging Association and all the Square Dance/Round Dance associations across Canada. The effectiveness is measured by the excellent reports that are available. They show how many people opened the newsletter, how many people they then forwarded the email to, and how many people clicked on the links and more specifically, what links they linked into.

The final "Thank-You" post Festival had the following statistics: Open rate - 70%; Forward rate - 2408 times; Links were clicked on - 1123 times. The location open percentages were 1700% Canadian, 500% USA, 60% Australia, 23% India, and 15% Japan.

Facebook

A Facebook community page was set up with Wendy VanderMeulen as the administrator. It opened in September 2012 and reached a maximum of 212 "likes". Unfortunately, it's very difficult to drive people to a community page and it became more effective and easier to manage the Festival publicity through a local page called the Grenville Gremlins and was administered by me. This Facebook page had a following of close to 800 and was making friends on a daily basis. Posters were designed continuously to boost awareness of the Festival. None of the 800 "friends" of the Grenville Gremlins could say that they didn't know Festival 2014 was happening.

Here are two of the more popular posters that were posted in Facebook - and used in the MailChimp newsletters:



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Swag

Every Festival and Convention has to have SWAG. After presenting a dozen ideas, it was decided that the common tote bag would be introduced to the local SD/RD community at a reasonable \$5.00 per bag. The only restriction was that the bags had to be large enough to hold a pair of men's shoes. We ordered 250 from 4imprint at \$1.39/each and with shipping, taxes and other extras, they cost \$460.00. They were printed with the Festival logo, web address and the date of the Festival, and were very well received and sold out by the end of the Festival.



We also ordered from the same company purse size hand sanitizers imprinted with the Festival logo. We ordered 500 at \$1.35/each and after taxes, shipping and other typical admin costs, it came to \$853.88. We sold those for \$3/each or 2 for \$5.00.

Newspaper/Magazine Advertising

Forever Young is a free news magazine that you can pick up near your grocery store or bus stop. They have a distribution of 45,000 in Ottawa and the outlying area. We placed the advertisement below for the June magazine for a greatly reduced rate of \$275.00. We fed their marketing department with the necessary information and they designed the layout at no extra cost.

Canada Retirement Information Centre's Emergency Contact Card; It Could be Your Life Saver

By Brian Turner

When Fred Lewis first started guiding people through the oftentimes difficult-to-navigate waters of personal finance and retirement income planning over 34 years ago, he was often struck at how a simple idea could resolve many problems. He built his business on three very basic premises that have served thousands of clients over the years. He and his staff are continually committed to providing the best advice, a clear explanation of investment tools, and ongoing excellent service.

Recently, he heard more than a few horror stories from his clients' family members regarding difficulties faced in medical emergencies. The recurring theme of these tales involved the need for a first responder card when trying to determine a victim's identity and just as im-

portant, the contact information for his or her next of kin. It seemed almost everyone Fred asked, either had a spare of their own or knew someone who could make a similar one. One of the more common scenarios involved someone suffering from a medical condition (either brought on by trauma, stroke or other medical emergency) unable to communicate to police officers or paramedics.

The lack of a proper emergency contact card with up-to-date family or friend contact information made it almost impossible for emergency services personnel to reach the next of kin in a timely manner. In more cases than Fred cares to remember, someone was left in a hospital in the alone, or critical medical care was delayed because no one could be found with pertinent information or to supply authorization for a specific process.

It was when Fred met retired police sergeant Peter Couillard that he learned, from a compassionate first-responder's side of these dilemmas, that common non-life-threatening events can also be worsened by lack of easily accessible personal identification. As Peter so aptly put it, "when it comes to providing assistance to anyone in a medical or health-related crisis, every additional step in locating and contacting a family member means precious time wasted in connecting those victims with their loved ones." So many of us today seem to load all of our personal information onto our smart phones and they cannot speak for us (since we normally lock them), when we are unable to speak for ourselves. In addition to the security features of the phone itself, are the barriers that new and more invasive privacy protection regulations put up in front of first re-

sponders and emergency personnel.

As Fred and his business partner, Frances Frongone at the Canada Retirement Information Centre in Ottawa have a strong history of giving back to the community that has been so good to them, it was a natural that they would develop a website link to a user-friendly page which allows anyone to create their own durable plastic personal Emergency Contact card and receive it free within 10 business days by mail. It is right to wish their support of great charitable groups such as the Catholic Education Foundation of Ottawa, Youville Centre, Alzheimer Society, Big Sisters and Big Brothers of Ottawa, Kidney Foundation of Canada, Ottawa Little Theatre, just to name a few.

The Canada Retirement Information Centre provides a very apt link, www.FredEmergencyContactCard.com and the emergency contact card is endorsed by well known impressionist, Ottawa born, Rick Laid. The site is so easy to use that Fred and Fred suggest anyone who travels anywhere and especially to warmer climates for an extended period of residence each year create a unique card to be carried in that same location with pertinent emergency contact phone number details.

Your free durable plastic emergency contact card is easy to get. If you are age 30/34+ and live in Eastern Ontario simply log onto www.FredEmergencyContactCard.com. It only takes a couple of moments to fill in the blanks and within a few days you'll have your own card delivered to your home. You and your family will both enjoy the peace of mind knowing that in case of an emergency family and friends will be there to provide caring assistance.

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Postcards

Two-sided postcards were designed for people to easily take with them where ever they traveled. They had the website and although, we never actually saw Andre, the idea was that people would see how great the OCC looked and be enticed to come to the Festival in Ottawa. Other designs not shown here were also used and printed for the same purpose.



Other Advertising

Free Online Advertising: Ottawa and all the surrounding towns, have many free community websites that, with approval, would post our event for a scheduled amount of time. Starting two months prior to the Festival, the following websites were used to post free advertising about the Festival, the Vendor's Village & the Fashion Show: Kijiji, Craigslist, OttawaSeniors, Ottawa Citizen Community Roundup, OttawaEvent, UsedOttawa, LinkingBoomers, 24/7OnlineNetworkOttawa, HowBazaar, CenterTownNews, TheReviewOnline, EMCOOnline, EONOnline.

Festival Fashion Show: Postcards again! The following postcard was designed for the Dancewear group that was organizing the Festival Fashion Show. We printed 500 at a great rate (for Ottawa!) and invoiced the Dancewear Group who then distributed them to all the sewing supply stores they deal with.

Fashion Show Tickets: The Fashion Show tickets were designed and printed in house. There were 300 tickets with a rip-off section for us to keep and count.



Advertising in Square Dancing Publications: Every publication across Canada was approached asking if they would advertise in their Square Dance magazine.



Dear Square Dance Publications - Please put the attached full page advertisement in your publication. Although, I believe Canadian Convention advertising is free with Canadian publications, I might have my facts wrong. Otherwise, please send the invoice to Anne Graham 😊 at grahamanne56@bell.net Thank you. We look forward to seeing you all the 18th Canadian Square and Round Dance Convention! Cheers!

They all responded and they all complied - AND they are all wonderful to send me a PDF of their magazine when the ad went to print. The majority were printed at no cost to us.

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Advertising in the New England Convention booklet: Two years in a row, we also placed the advertisements in the program booklet for the annual New England Convention. Each advertisement cost \$50.

TV & Radio: (1) CTV Morning Live was booked for Wednesday, July 16th, at 8:55am, Wendy VanderMeulen called a short tip with the interviewer participating. (2) CBC Radio Canada did a TV clip for CBC's French TV on Thursday, July 16th at 6:30pm. Roger Frappier, a French-speaking local dancer, did the interview; Barry Clasper called a short tip. (3) CTV was also on Parliament Hill taping the Dancing on the Hill on Thursday morning. Later in the day, a journalist also came to the OCC to interview Wendy VanderMeulen and see the action in the OCC. This was later broadcast on CTV local news at 6:00 PM and 11:00 PM, and the following morning, it was also on CTV national news.

Posters & Signs: Directional posters and signs, with accompanying arrows, were made to give direction to the Ways & Means Table, the Operations Centre, the Fashion Show, the Line Dancing Party, and the various dance halls.

Ribbons: 100 Gold Lettering LEADER horizontal Red Ribbons + 100 Red Lettering VOLUNTEER horizontal Gold Ribbons were ordered and received. These were attached to the applicable Leaders' and Volunteers' name badges with 2-sided tape.

Wrist Bands: Other people also required identification, e.g. people who were just in attendance for one day, people who were just in attendance for the Saturday afternoon Line Dance Party, and Spectators. Rather than ribbons, we purchased wrist bands. They came in various colours, and once they were secured on a person's wrist, they could not come off without cutting them off. The colour scheme was as follows:

- Attendance Thursday only – Green
- Attendance Friday only – Red
- Attendance Saturday only – Black
- Line Dancing – Yellow
- Spectators - Light Blue

These were relatively inexpensive and what was left over was re-sold to a local business.