



Get Creative Family Arts Festival

PARTICIPANT'S TOOLKIT

Thank you for signing up to be part of the **Get Creative Family Arts Festival**, taking place **9 October – 1 November 2015**.

This pack is to help you make the most of participating in the Festival, in four simple steps.

Whilst the Festival will support your event through [a national marketing and press campaign](#), you should also promote your event through your own marketing channels as a Get Creative Family Arts Festival activity, in order to truly make the most of your involvement in this national initiative and to benefit from the Festival's free audience feedback service.

Be part of the Festival in four simple steps:

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CONTACT

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**ARTS COUNCIL
ENGLAND**

1. UPLOAD LISTINGS

If you've come this far you have probably already uploaded your event listing to familyartsfestival.com. You can go back and edit the listing at any time, just remember to click the **submit for approval** button once you're done.

You may have more arts events that are eligible to be part of the Festival. Remember, it's not just about families with younger children – we classify a family event as anything that can appeal to an under 16 and an over 16 attending together. So, your arts event doesn't have to be specifically programmed for families: it can be an element of your regular programme that a family would be interested in attending.

Upload more events as soon as possible to benefit from a national press release that will be distributed in June and will list your organisation as participating in the Festival. Listings will also be launched to the public in June. We will contact you to let you know when listings are live.

You can upload more events at any time right up until the start of the Festival but we'll be directing families and journalists to your events over the summer so upload early to gain the maximum benefit.

- To upload or edit events go to familyartsfestival.com/login

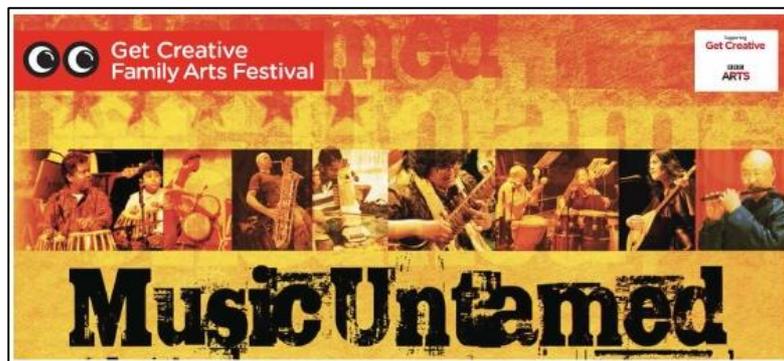
2. PROMOTE YOUR INVOLVEMENT IN THE FESTIVAL

The Festival has a range of marketing activity developed on your behalf: from eye-catching branding and print, to family competitions and prizes for your audience, to means of engaging families digitally. Start using the below assets *now* to build anticipation for your event and attract more families to it.

a. Print marketing

- **Branding:** Please include this year's [Festival logo](#) on all of your materials – let people know you're part of this national experience! If you've already produced your printed materials, we ask that you label your posters and signage with our free sticker-labels. [Order here](#).

➤ [Download Festival logos and guidelines here](#)



- **FREE PRINT!** Make a big impact by combining your own print materials with our free, eye-catching Get Creative Family Arts Festival posters, leaflets and stickers. [Order here](#) and we'll deliver before the end of August. Then, you can start using the material straight away to advertise your involvement in the Festival.

➤ [Order free Get Creative Family Arts Festival print](#)



- **Print your own:** Make marketing your Festival event part of the creative experience with these fun [googly-eye glasses](#). Give some away prior to the event!

➤ [Download googly-eye glasses](#)



Press

- **Press release:** Use the Festival [press release template](#) to contact the press, particularly your local newspapers, magazines and radio stations. Let them know that you're an important part of a festival that the whole country is involved in! Just fill in the gaps with your event title, venue and date, and send out. If regional press have any questions that go beyond local activity please pass the journalist onto enquiries@familyartsfestival.com.

➤ [Download the Press Release template](#)

Art comes to the theatre

A theatre in Bury St Edmunds hosted an array of arts activities for youngsters in a drive to engage with families.

The Theatre Royal, in Westgate Street, held a number of free workshops as part of the national Family Arts Festival. Bosses said it was a way of introducing children to live theatre.

Activities included storytelling workshops with Lynn Whitehead, who told traditional folk stories to a young audience before encouraging them to make up their own. Rojo Art also got them to use autumn materials to create magical woodland characters.

Karen Simpson, director of the theatre, said: "We really want families in the region to use the theatre fully. I'm committed to introducing children to live theatre and know it is their mums, dads, nans and granddads that are often the ones who bring them along."



MEFP 03-10-14/MB/000

ARTS ACTIVITIES: James, aged two, and Maisie Pollard, aged five, with their masks produced in a workshop at the Theatre Royal, in Bury St Edmunds

Exciting arts festival promises a week of fantastic half-term family fun

By Debbie Graham on 20/10/2014



L-R Anne Timpson (Rosehill Theatre), Mary Elliott (Theatre by the Lake), Erica Gaffney (The Kirkgate Arts Centre), Helen Keogh (Keswick Museum & Art Gallery), Debbie Graham (Rosehill Theatre) and her son William.

- **Bloggers:** Get in touch with local family or arts bloggers, or invite families to blog about your event. They could provide new insight into your organisation and a different view point on your event.
- **“What’s On” sites:** listings websites can be a great way to reach local residents who have not engaged with your organisation previously. Start with [your local Netmums site](#) where you can upload your listing for free.

b. E-marketing:

Your website

Get started now! Even if you haven't produced your marketing materials yet, or even finalised your event, you can still use the Festival [web banners](#) or [logo](#) on your website homepage to let families know there will be a reason to visit you this October.

➤ [Download Digital Banners](#)

You can include this endorsement from Festival patron Michael Morpurgo too:



'I am delighted to be Patron of the Get Creative Family Arts Festival.'

'The enormous range of events presented across the UK means there will be something to delight, and share with, all members of the family across the generations.'

'I encourage you to make a day - or a week - of exploring the fun, interesting and entertaining events in your area this autumn half term.'

Michael Morpurgo - Author & Patron of Get Creative Family Arts Festival

➤ [Download images of Michael Morpurgo](#)

Logo & link: once you do have your event finalised, please include the Festival logo when advertising your event online, and hyperlink to your listing on familyartsfestival.com **once listings are live** - you'll want to direct your audience there, it's where they'll go later to provide feedback on your event!

➤ [Download Festival logo](#)

Send an email

- **Free advertising opportunity!** Get your event extra coverage and a feature in the Get Creative Family Arts Festival newsletter by donating a prize to the Festival. We'll use the prize to promote the Festival and highlight your event specifically. To donate a prize please email clair@soltukt.co.uk.
- **Solus email:** if you send a solus email about your event, please include the Festival logo, mention the Festival in the body of the email, and link to your listing on familyartsfestival.com - it's where families will go to rate your event after it's taken place. Suggested content: *"This event is part of the Get Creative Family Arts Festival, the only UK-wide festival of exciting theatre, dance, music and visual arts events. You can find out more at familyartsfestival.com and join in the fun on [Facebook](#) and [Twitter](#)."*
- **Newsletter:** include it in your newsletter, make it a headline story! Suggested content: *We're taking part in the Get Creative Family Arts Festival this October half-term with our event [insert name here]! You can find out more about this UK-wide festival of exciting theatre, dance, music and visual arts events at familyartsfestival.com and join in the fun on [Facebook](#) and [Twitter](#)."*
- **News section or blog:** write an article about your event and the Festival, and explain why families are important to you. This could be based on the [template press release](#). You could link to this in any emails that you send.

Competitions & prizes

From now until the end of the Festival we'll be running a number of competitions on your behalf. Send your audiences [here](#) at any time for the opportunity to win our famous Michael Morpurgo book set from Festival Patron and award winning author of *War Horse*. We've got 10 to give away!



Suggested Tweet: We're part of @FamilyArtFest! #WIN this famous book set from Festival patron Michael Morpurgo: www.familyartsfestival.com/maillinglist [Attach image]

Suggested website/Facebook post: We're part of October's *Family Arts Festival* with our event [Your event title]! WIN this famous book set from Festival patron and former Children's Laureate Michael Morpurgo: www.familyartsfestival.com/maillinglist [Attach image]

Use the Family Portrait app

We've developed an eye-boggling family portrait app to get families excited about your Get Creative Family Arts Festival event. It's available to download for iPhone, Android and Tablet (ios 6++, android 2.3++) [here](#).



1. **Your team:** start by taking your own portrait of the team, then of your performers, or even of your artwork! You can upload it to the [Gallery](#) or your Facebook page – the image will then save to your device for you to use later.

Post the image on Twitter: *We're part of the 2015 Get Creative Family Arts Festival!*
[link to your listing on [familyartsfestival.com](#) **once listings are live**] #FamilyArtsFest
[Portrait image]

2. **Your audience:** engage closely with families by asking them to create their own family portraits and send you the results on your social media channels. We've found that it encourages them to start interacting, and opens the way for deeper engagement with your organisation.

Suggested tweet: *Create your own #FamilyArtsFest eye-boggling family portrait! [www.familyartsfestival.com/app](#) And send us the results! [Attach your Portrait Image]*

3. **Your friends:** use your staff as ambassadors for your events: many of them will have families themselves, and will know many more in the wider community. The Family Portrait app is a great way for them to share the Festival

➤ **Download the Family Portrait app**

Social Media

We will share as much about your Family Arts Festival event with our existing family audience as we can. Before, during and after your event please tag us in all social media activity and send us any further web links, photos or videos via email to enquiries@familyartsfestival.com.

Note! Remember that before using or sharing any content of children, you must obtain written consent from the parents/guardians of anyone aged under the age of 18 years featured within it.

Tag us on social media:

- **Twitter:** @FamilyArtFest Hashtag: **#FamilyArtsFest**
- **Facebook:** Family Arts Festival
- **Instagram:** Join our gallery by hashtagging #FamilyArtsFest
- Other suggested social media #'s: #FamilyArts #FamilyTheatre #FamilyDance #instafamily #instamums #instamum

After the Festival: We refer back to the Festival throughout the year in communications with families and the press. We want to continue to showcase your talent and creativity well after you Festival event, and this will include sharing images with the press, where you will be credited. Over 1.2 million family members have participated in the Festival since its creation in 2013 and we're keeping in touch – so send your photos, videos and reviews of Festival events to enquiries@familyartsfestival.com.

Family Arts Standards

If you haven't already, consider signing up to the Family Arts Standards in time for the website launch in June. Events organised by Standards holding organisations will be labelled with the Family Arts Standards quality mark, explaining that the organiser has pledged to meet the needs of families in all areas of their work. To sign up, simply check that you meet [the 12 guidelines](#) and send us an email.

➤ **Sign up here**

3.AUDIENCE FEEDBACK

Participating in the Festival provides an opportunity to learn more about your family audience with minimum effort required from you. We will collect and collate audience feedback, and send it back to you. All you need to do is direct your audience to your event listing page on familyartsfestival.com so that they can rate your event. Below we explain why we think our audience feedback service is a great opportunity for your organisation, and provide some simple steps for you to let your audience know about it.

What's in it for me?

- We'll pass raw data from your audience back to you so that you can learn from it. This will include information on rating results, family enjoyment and value for money. You can view the full survey [here](#). Audience rating will be open until midnight on Sunday 15 November and we will send you your results by the end of November.
- As well as gaining valuable feedback you'll have the chance to win a **Get Creative Family Arts Festival Award**. This will be the third year that the Festival Awards have been in existence, and they are gaining recognition as a celebration of the most outstanding family arts experiences across the UK. If you have won an Audience Choice award we will contact you before Christmas 2015.

What's in it for my audience?

When they rate your event, they'll be entered into a prize draw to win an iPad mini. *Let them know they can win a prize by rating your event!*

**WIN an
iPad mini!**



What's in it for the Festival?

By asking your audience to rate your events you are helping us build a bigger picture of family arts audiences across the UK, which we will use to inform the sector and enable it to continue improving arts provision for families and to highlight best practice.

What do I need to do?

Your audience will rate your event via its listings page on familyartsfestival.com. Direct them to:

- your listing page: [familyartsfestival.com/event/\[youreventnumber\]](http://familyartsfestival.com/event/[youreventnumber]) (Find your event number at the top of your event form in the partner area at familyartsfestival.com)
- familyartsfestival.com/rate – a landing page where they will be able to search for your event/s

How can I let people know?

Make sure that the iPad mini prize-draw is on audiences' minds after your event. Either announce it, signpost it as they leave, or administer ratings yourself. You can also follow-up with attenders after the event.

- Announce the competition after a performance
- Include the URL in your programme
- Print the [reminder leaflet](#) and include on seats, in programmes, or hand out as families leave
- Edit the reminder email template with your unique URL
- Administer ratings after the event on a tablet or smartphone using Front of House staff or volunteers
- Send an email after the event: [here's a template](#).
- Place [this button](#) on your website.
- Post on social media after the event: [here's a template](#).

How does rating work?

Audiences will be able to give your event up to five stars in four categories: enjoyment, suitability for families, venue, and quality of advance information for families. They will also answer [a few simple questions](#) about your event. Last year we asked families to leave just one comment on the event they attended: [here](#) is some of the wonderful feedback we were able to pass back to participating organisations.

This is also your chance to win a **Get Creative Family Arts Festival audience choice award**, recognising an outstanding family arts experience. Audience choice awards will be given for Best Family Event, Best Family Venue, and Best Family Welcome. They are calculated by the average star rating gained for an event, venue, or overall, so however large or small your activity is you'll have the same chance of winning as any other participating organisation. Remember though, the more ratings you get, the more audience feedback you'll receive.

NOTE! Remember, only ratings that happen *after* your event count – any received *before-hand* will not be counted.

➤ **Download your Event Rating pack**

4. EVALUATE

a. Central evaluation

Let us know how it went! As part of your involvement in the Festival, we ask that you complete an evaluation of your event via a simple online form.

- Part 1: Audience number – we'll email you immediately after the Festival to find out how many people attended your events. Just give us a number!
- Part 2: a more in-depth questionnaire will be sent to you in February 2016

This information on family engagement will feed into future Family Arts Campaign activity, enabling increased knowledge to be fed back to the sector through training and resources.

Note! Due to the fact that some organisations upload multiple events by different user accounts, this information will be sent via email to our main Festival contact. Check that your main contact is up to date by [logging in](#) to the Festival website and visiting your [Organisation tab](#). If you need to make a change and you do not have permission to edit the listing yourself please contact the page's owner or email enquiries@familyartsfestival.com.

b. Self-evaluation

How about also carrying out some deeper evaluation of your own? A well-planned evaluation, however basic, will reap many practical benefits: the process and insights can help you identify areas for improvement, understand more about your audience, and inform your planning for future family arts events. For guidance on conducting your own download the free Family Arts Festival Evaluation and Audience Research Toolkit.

➤ [Download the Evaluation & Audience Research Toolkit](#)

c. Get Creative Family Arts Festival Awards

Directly after the Festival, we'll give you the chance to nominate your organisation for a Get Creative Family Arts Festival Award. Whilst Audience Choice awards will be awarded in three categories (Best Family Event, Best Family Venue and Best Family Welcome), the majority of award winners will be selected by a judging panel. We will be in touch with your nomination form immediately after the Festival. For more information on Festival awards [click here](#).



Get Creative
Family Arts Festival

All Get Creative Family Arts Festival assets mentioned in this document are available to download for free from the [Family Arts Campaign website](#) and from the [Assets area](#) of the Family Arts Festival website (once logged in).