

# MARKETING MASTERCLASS FOR ARTS AND HERITAGE ORGS 2021-2022

## TORONTO TRAINING SCHEDULE

SESSION	DATE	TIME	COMMUNITY	DELIVERY FORMAT
<b>1 - Introduction</b>	Tuesday, September 28, 2021	2PM - 4:30PM	TORONTO	ZOOM
<b>2 - What's your Project?</b>	Tuesday, October 5, 2021	2PM - 4:30PM	TORONTO	ZOOM
<b>3 - Your Audience</b>	Tuesday, October 19, 2021	2PM - 4:30PM	TORONTO	ZOOM
<b>WEBINAR #1 - Topic TBC; based on participants' needs</b>	Wednesday, October 27, 2021	12:00pm - 1:30pm	ALL COMMUNITIES	Zoom
<b>4 - Your Collateral</b>	Tuesday, November 2, 2021	2PM - 4:30PM	TORONTO	ZOOM
<b>5 - Implementing Your Marketing Strategy</b>	Tuesday, November 30, 2021	10:00am - 4pm	TORONTO	IN-PERSON*
<b>BREAK - MONITORING &amp; CONSULTATION PERIOD</b>	December 2021 - January 2022		ALL COMMUNITIES	
<b>WEBINAR #2 - Topic TBC; based on participants' needs</b>	Wednesday, January 12, 2022	12:00pm - 1:30pm	ALL COMMUNITIES	ZOOM
<b>6 - Evaluating your Marketing Strategy</b>	Tuesday, February 1, 2022	10am - 4pm	TORONTO	IN-PERSON*
<b>Post-Training Implementation and Monitoring Period</b>	February 2022 - May 2022		ALL COMMUNITIES	
<b>7 - Post-Training and Monitoring Check-in</b>	Tuesday, May 10, 2022	TBC	TORONTO	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](mailto:stephanie@workinculture.ca)