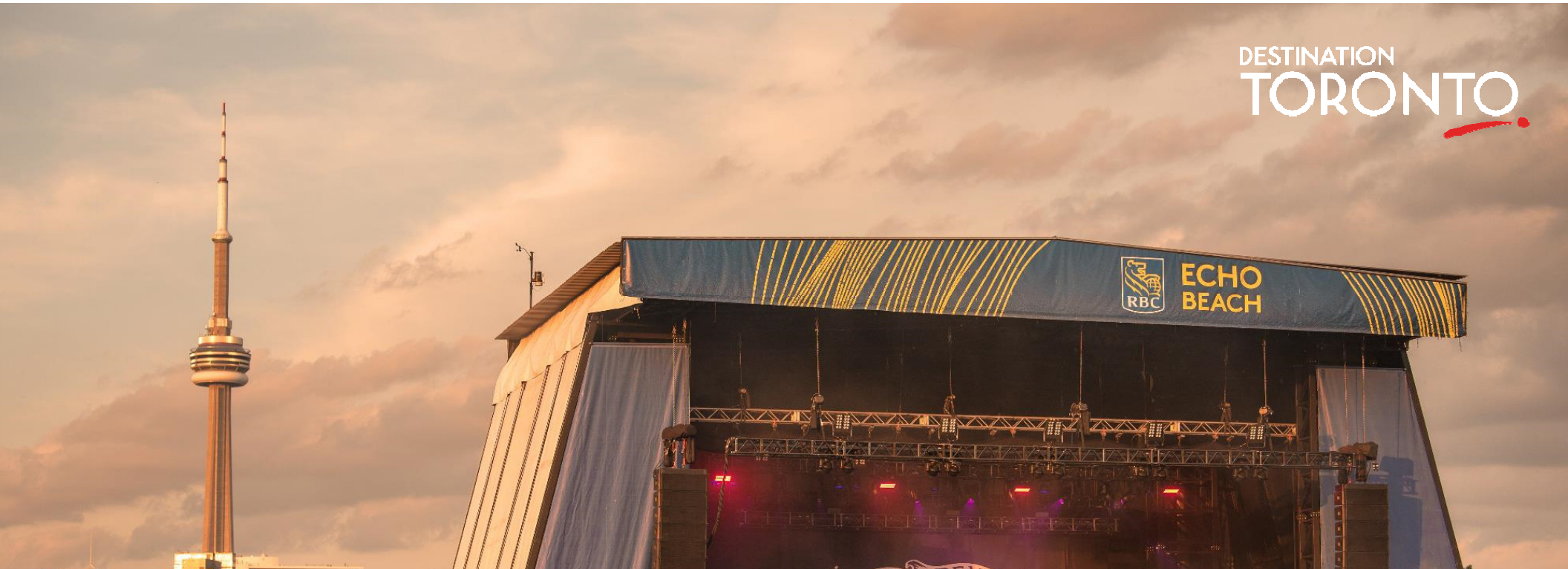
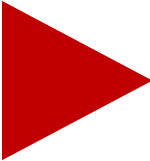


DESTINATION
TORONTO



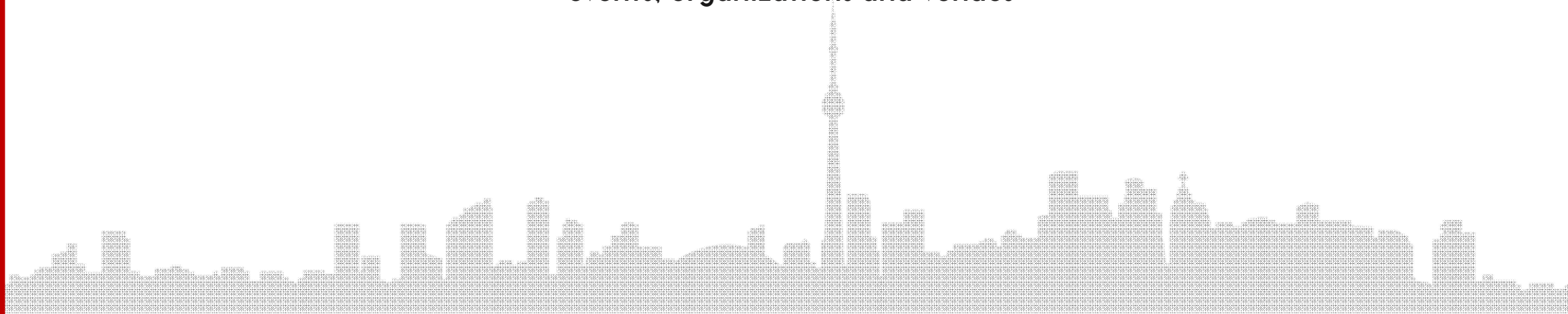
AUDIENCE DEVELOPMENT DATA — BUILDING A NETWORK

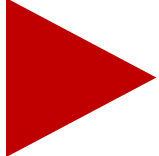




TORONTO EVENTS DATABASE

Introducing a Toronto centric database of
events, organizations and venues

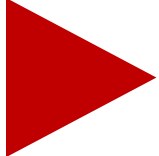




Overall Goal

Grow the impact of the city's arts and cultural organizations, live music, festivals and venues by developing new audiences through the sharing information across a network of event calendars fueled by the most robust and current database of events in Toronto.





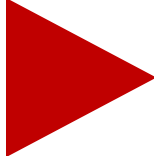
The Problem

Highly fragment system of event information

PRODUCERS – must list their events on multiple sites to reach consumers

CONSUMERS – must search multiple sites to find full range of events



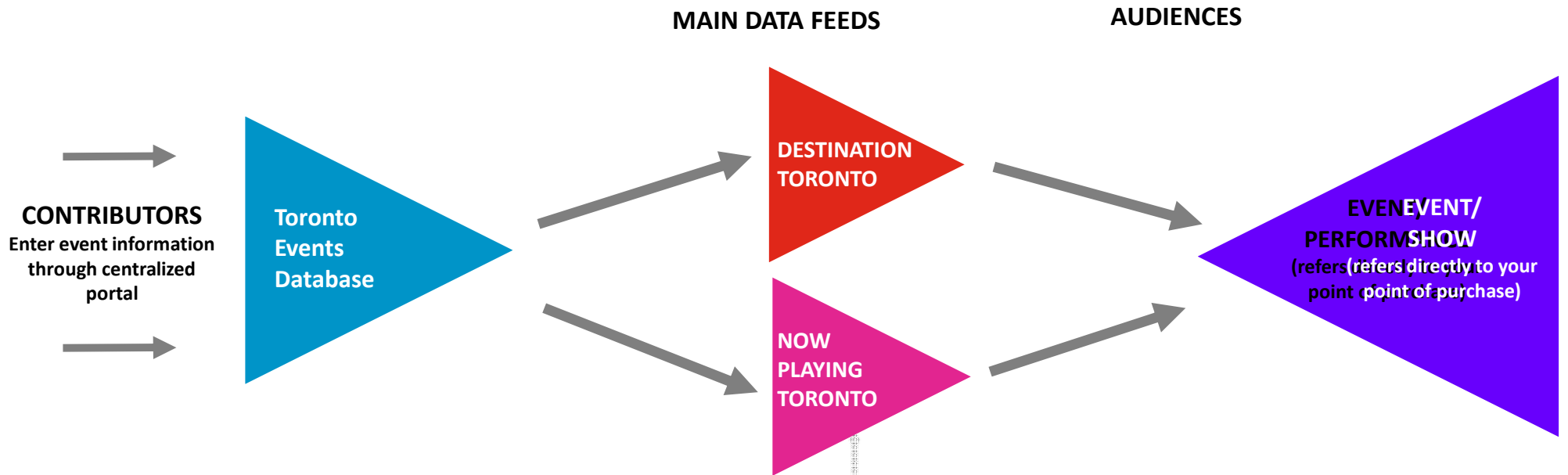


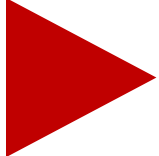
The Opportunity

- **Introduce a new Toronto Events Calendar Database** offering a single point for event producers to list events at no cost. Become THE robust centralized source of events, driving event data to multiple sites thereby widening exposure and expanding audiences for event producers.
- Working with a formal advisory group made up of leaders from the arts and entertainment sector, **launch an authentic local-facing website called Now Playing Toronto**, dedicated to audience development that reflects the full breadth and depth of Toronto's arts, culture and entertainment scene.
- **Leverage Destination Toronto's position** in the market and role as an aggregator, and its ability and resources to execute a data strategy at scale.



Event Data Flow





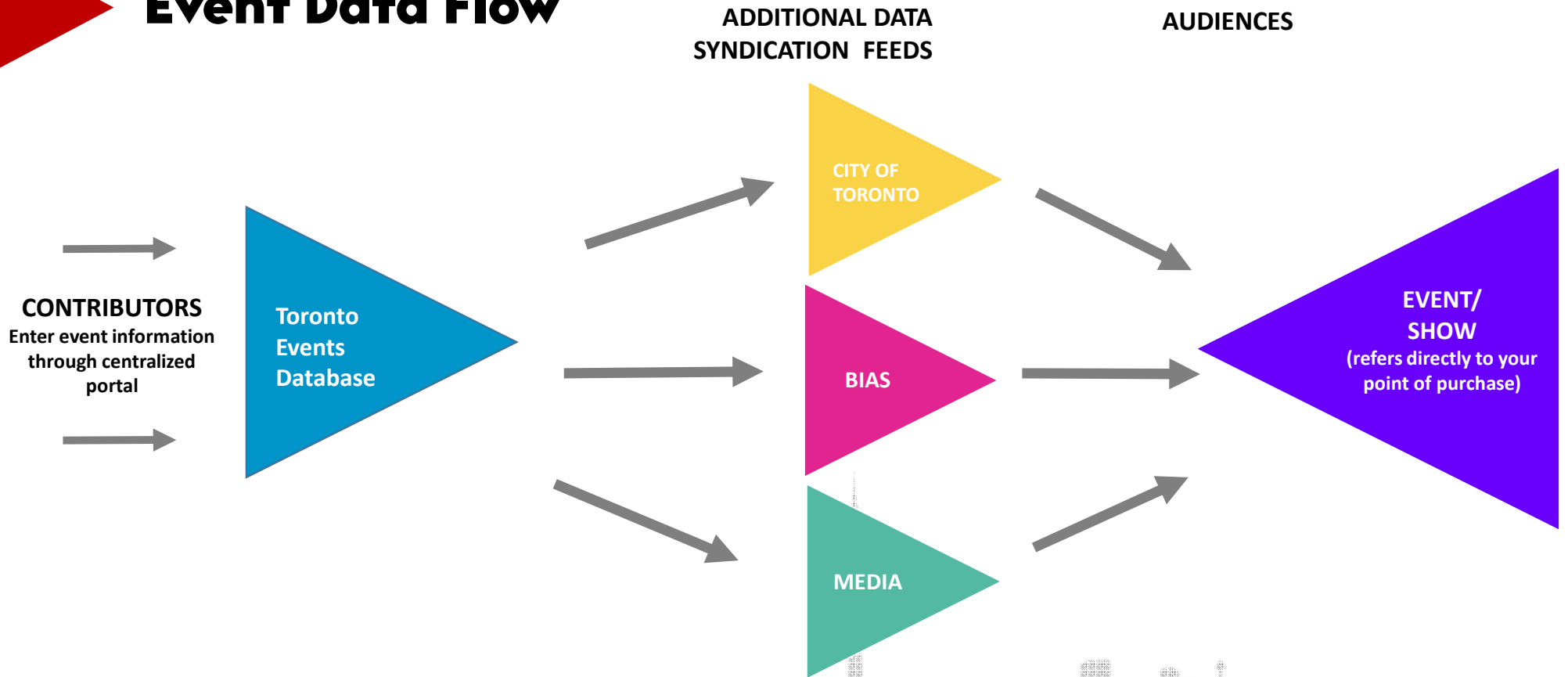
Data Syndication

Syndicating customized content to other third party calendars

- Extends the reach and expands audience engagement
- Improves efficiency in the sharing of calendar content and increases data accuracy
- Filters include category types, date ranges, postal codes, organization, venue

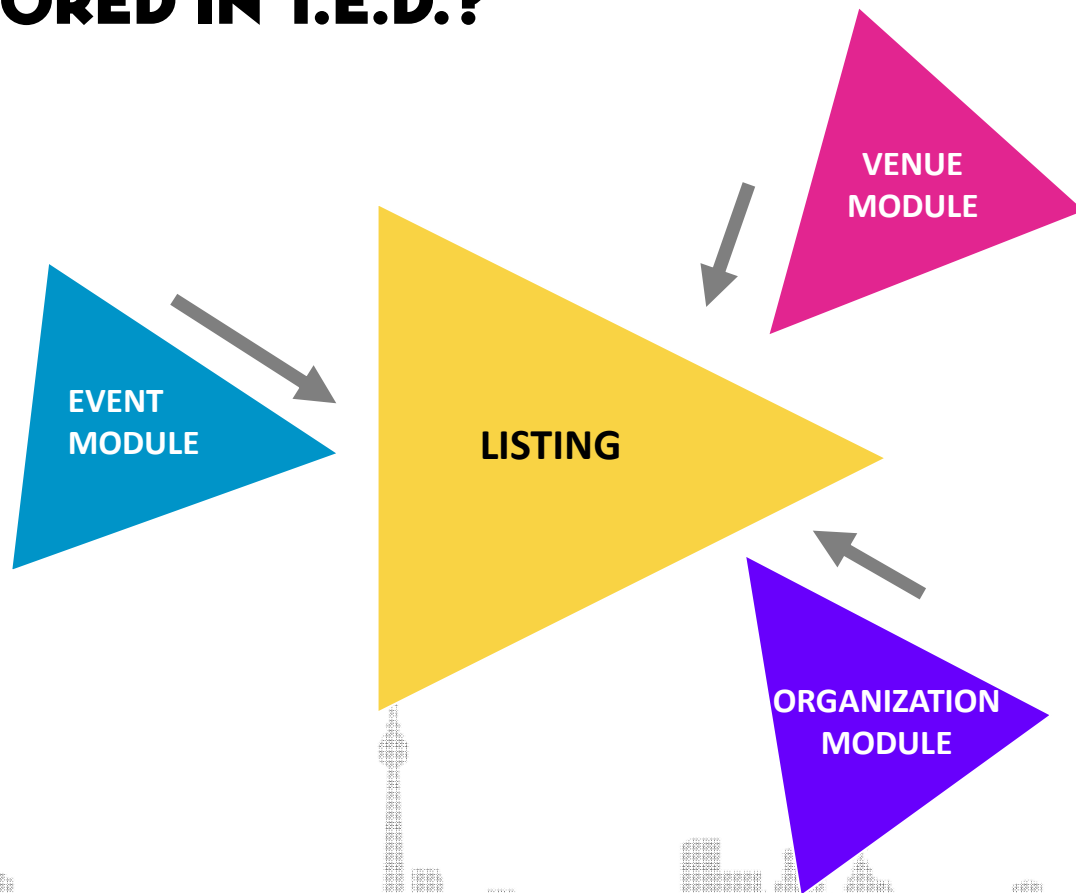


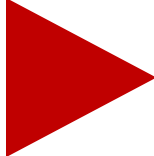
Event Data Flow



WHAT DATA IS STORED IN T.E.D.?

An event listing is comprised of the data pulled from the three different data modules that make up T.E.D.



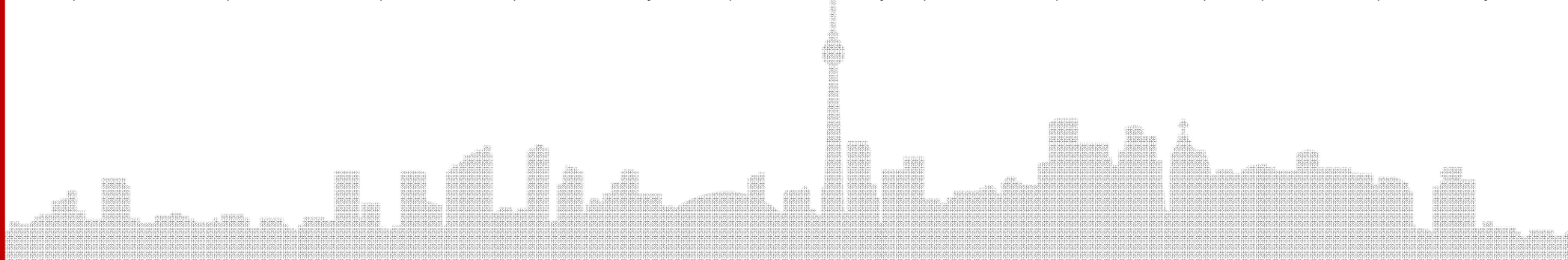


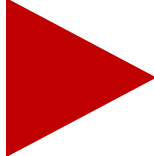
Systems Tool



Fosters cultural engagement through database support, related website development, hosting, maintenance, and consulting services.

Akron OH | Austin TX | Bainbridge Island WA | Birmingham AL | Boston MA | Cape Cod MA | Cincinnati OH | Cleveland OH | Colorado Springs CO | Columbia SC | DuPage County IL | Durham NC | Essex County MA | Flagstaff AZ | Flint MI | Fort Lauderdale FL | Indianapolis IN | Kalamazoo MI | Kansas City MO | KeepMovingOKC | Macon GA | Main Line Area PA | Marin County CA | Marquette County MI | Mendocino County CA | Middlesex County NJ | Milwaukee WI | Montgomery County MD | Napa Valley CA | Nashville TN | Niagara County NY | Oklahoma City OK | Orange County CA | Orlando FL | Ottawa IL | Panama City FL | Pittsburgh PA | Providence RI | Richardson TX | Sacramento CA | San Antonio TX | St. Cloud MN | St. Croix Valley MN/WI | St. Johns County FL | Stillwater MN | Tallahassee FL | Utah | Ventura CA | York County PA

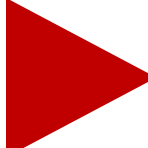




Why List my Event on T.E.D.?

1. Enhance audience development with residents and visitors
2. Promote across a network of data sources and event calendars including but not limited to:
 - NowPlayingToronto.com
 - DestinationToronto.com
 - City of Toronto
 - More to come





How Do I Upload an Event to T.E.D?

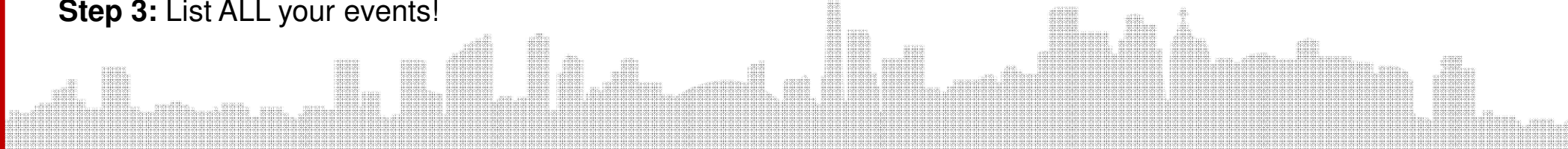
The **Toronto Events Database (T.E.D.)** is designed to help promote events at no cost.

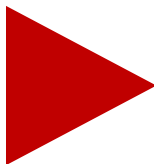
Step 1: Go to NowPlayingToronto.com and click on **SUBMIT A LISTING**, then **REGISTER** your new a User Account. After submitting the form, you will receive a confirmation email with a dedicated link to connect to your account.

Step 2: Check the [Organization Directory](#) on **NowPlayingToronto.com** to verify if your organization is already registered in the system.

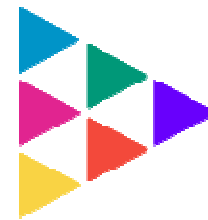
- **If YES**, send an email to support@nowplayingtoronto.com to link to your account to your organization profile. Once linked you can verify your organization's details, then begin posting your events.
- **If NO**, then proceed to **Create New Organization** and complete the form. Once your organization profile has been approved you can then begin posting your events.

Step 3: List ALL your events!





Now Playing TORONTO



*NEW arts and culture focused, local-facing website,
populated by a feed from the Toronto Event Database*





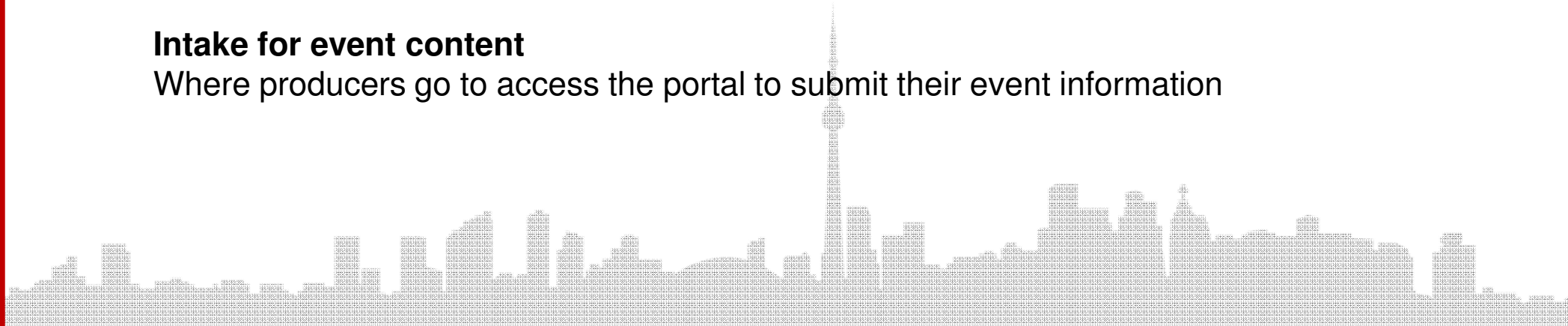
TWO KEY FUNCTIONS

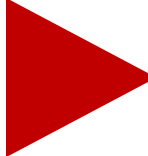
Vibrant calendar of events for Arts, Culture & Entertainment

Where audiences can search and discover shows and events in Toronto, and find inspiration for things to do supported by a content plan that includes editorial features, regular newsletters and active social feeds.

Intake for event content

Where producers go to access the portal to submit their event information





Key strategies

Centralized data – single point of management for event producers at no cost

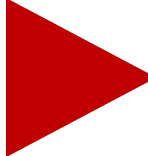
Showcase scope and scale – reflective of the full breadth of arts, culture and entertainment

Industry-guided – ongoing feedback and refinement from community leaders

Content amplification – Support with robust marketing including content, social, newsletter

Increased relevancy – optimizing organic search, driving more links to content





NPTO Content Channels

Website

NowPlayingToronto.com

Social

Twitter: [NowPlayingTO](https://twitter.com/NowPlayingTO)

IG: [NowPlayingToronto](https://www.instagram.com/NowPlayingToronto)

Facebook: [NowPlayingToronto](https://www.facebook.com/NowPlayingToronto)

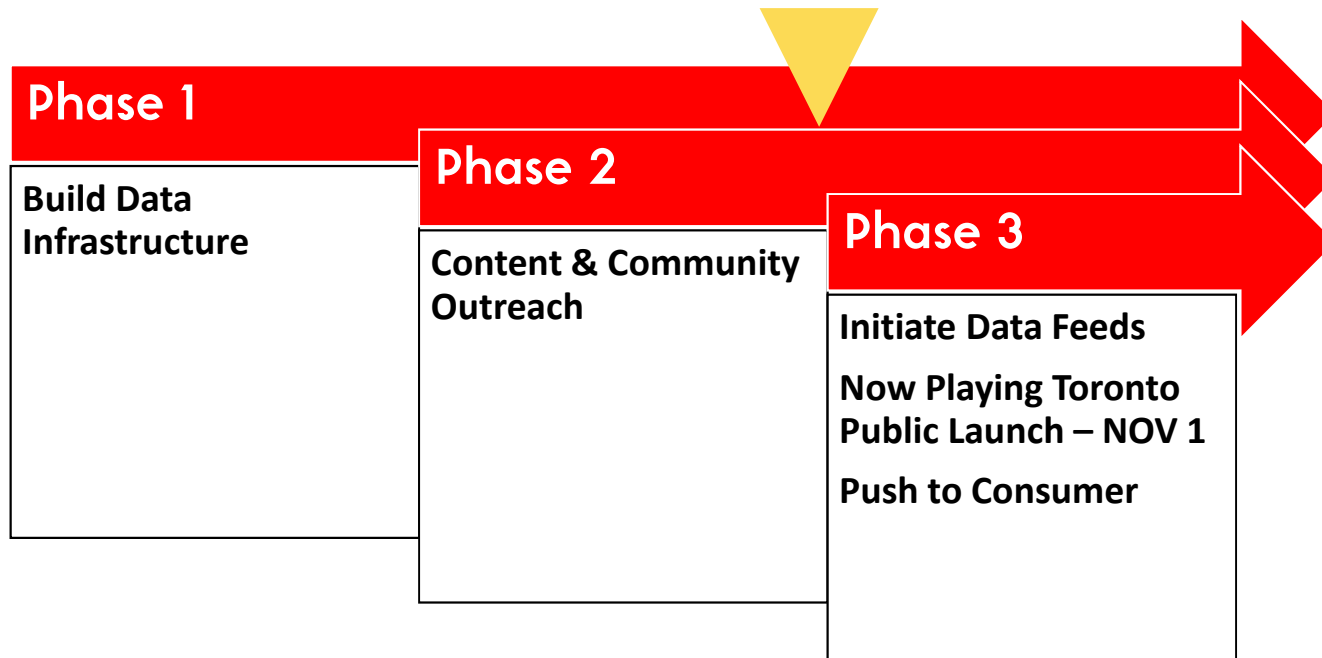
NPTO eNewsletter

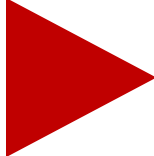
LinkedIn

[NowPlayingToronto – B2B](https://www.linkedin.com/company/NowPlayingToronto-B2B)



Path to Launch





BEYOND LAUNCH



Phase 4 — FOR DISCUSSION

PROVIDE SUPPORT FOR THE COMMUNITY

Become a key resource providing additional information to support business and artist needs.

**Now Playing
TORONTO**



CULTURE &
HERITAGE

MUSIC

FESTIVALS &
SPECIAL EVENTS

STAGE

VISUAL ARTS &
DESIGN

FILM

EXPERIENCES &
MORE

English

SUBMIT A LISTING



Coming Soon

We are busy getting ready to launch a new initiative very soon to promote the arts & cultural diversity of our city. Theatre, music, film, art, festivals—whatever your passion, we celebrate it wholeheartedly in Toronto.

If you're an event producer looking to participate, click "Submit a listing".