

Festival & Events Criteria

Criteria for Listing Festivals and Events on NovaScotia.com

The NovaScotia.com website's main purpose is to attract more first-time visitors to Nova Scotia and to help visitors plan their vacations while here. Festivals and Events play an important role in attracting visitors to our province and communities. It is through festivals and events that visitors can experience what is unique about Nova Scotia's culture, heritage, creative industries, landscape, communities and people.

To align with the objective of attracting more first-time visitors, Tourism Nova Scotia has defined criteria for listing events on NovaScotia.com.

NovaScotia.com is a resource for people to use to plan trips to, and within, Nova Scotia. Each event is assessed on its ability to influence and motivate travel; therefore the events listed are ones that are open to the general public and welcoming to visitors. As well, it is important that all listings on NovaScotia.com give people a positive impression and accurate understanding of the event.

Criteria

Complete one event listing only. If your event takes place on multiple repeating dates you can schedule it to repeat.

Familiarize yourself with the following categories as you will be required to select the one that is most appropriate for your event.

- **Arts/Culture:** Events that involve artistic works, exhibits or performances and cultural activities.
- **Festivals:** Multi-day events with multiple activities happening within consecutive days.
- **Community:** Local cultural events that showcase and celebrate the community and are welcoming to visitors.
- **Music:** Any event that includes live music.
- **Ceilidh & Kitchen Parties:** A "kitchen party", often referred to as a "céilidh" ("a visit") which includes music and dance.
- **Family:** Events with activities for all ages which specifically includes children's activities.
- **Food & Drink:** Themed events that focus on culinary experiences and offerings.
- **Outdoor & Sports:** Events that include outdoor activities such as hiking, cycling, kayaking, motorcycling and sporting events with public access for spectating.
- **Heritage:** Events that include a connection to cultural heritage.

The following event types will not be listed on NovaScotia.com in the Festival and Events section.

- Permanent attractions/exhibitions, displays, markets i.e. anything that runs all year round and/or does not have a fixed date.
- Community-targeted activities e.g. trivia nights, open mics, community fundraiser, yard sales, bake sales, coffee & tea socials and recreational classes.

- Certain types of courses e.g. workshops, classes, demonstrations and presentations that are not considered welcoming to visitors.
- Submissions with suggestive content.

Each listing should include the following information:

- **Event Description:** Provide an accurate and compelling description of your event to best showcase it to potential visitors. Please keep it short and simple, your website will be the main call to action so people can link to the site to make their plans to attend.
- **Photos:** When potential visitors are making decisions on what to do while in Nova Scotia, imagery plays a key role. Please use images that best showcase the experiences a visitor could have at your event.
- **Website links:** Ensure the website provided links directly to information about your event so people can find out more. If you do not have a website for your event, you can use a Facebook page as long as it provides information about the event.
- **Video:** If possible, include a promotional video to showcase the event to get people excited about it. Keep it short, 1-2 minutes is sufficient.

By uploading information to the event manager portal, you agree to the criteria outlined above.

Once you have uploaded the event details, it will be reviewed and approved by TNS staff to ensure it meets our criteria and posting guidelines have been followed.

Depending on the volume of events being processed, it can take up from 7-10 days for your event to appear on our event listing site so please submit your event in plenty of time to allow it maximum exposure on our site. There is no fee to have your event listed.

If the event does not meet the criteria, you will receive notification. If you're unsure about whether the event will meet the criteria, we encourage you to contact us to discuss the event details.

To submit festivals & events for NovaScotia.com, please visit <http://partners.novascotia.com> to create your personal login and to add and edit events.