



TAKING YOUR EVENT ONLINE

Examples of Online Events

- Music Performance (including Special Requests by Viewers for a Donation)
- Dance Performance
- Reading Event (Poets, Authors, etc.)
- Theatrical Performance
- Workshops (How Tos, Drum Circles, Cooking Demo, Dance Instruction, etc.)
- Meet-and-Greets/Q&As
- Live Painting
- Docent-Led Gallery Tour

Tips to Drive Revenue/Donations via Your Online Event

Before developing your live-streamed or pre-recorded work through digital platforms, we encourage you to plan for connecting this event to a payment or donation capability (i.e. Venmo, PayPal, an existing Donate Link, etc.). Sample language you can use includes:

Individual Artist: COVID-19 might have halted in-person events, but it can't stop the art! Help me bring more art to your home by donating here! **LINK.**

Organization: As COVID-19 impacts our organization through closures and event cancellations, we need you more than ever. Please consider donating to our organization today, to ensure we can bring arts to the San Antonio community now and beyond: **DONATE NOW.**

Don't forget to thank your viewers/donors during the livestream, in comments or following the livestream through email or more personal communication.

Tips for Promoting Your Event

Be sure to create a Facebook event for your online event and promote via all social media platforms available (Instagram, Twitter, Facebook, etc.). Tag any arts related handles, including @getcreativesa, fellow artists/organizations, and any relevant media outlets.

The following calendars are also avenues to help you promote your event:

1. Unfiltered SA: <https://unfiltered.sa.com/add-event/>
2. SA Current: <http://sacurrent.com/sanantonio/events/addevent>
3. Visit San Antonio: <http://visitsanantonio.com/Event-Submission-Form>
4. San Antonio Express-News: <https://sanantonio-community.pointslocal.com/community/authenticate>
5. Do210: <https://do210.com/p/about-do210>
6. KRTU (Jazz Music):
<https://docs.google.com/forms/d/e/1FAIpQLScKROICTRZiGpmBJoU4MfcWQekI8bRGA6DxkIKJBVE1i1N3Hg/viewform>
7. TPR: <https://www.tpr.org/community-calendar/events/create>
8. Glasstire (Visual Arts): <https://glasstire.com/contact/>