

Taking Part in Doors Open Days

Your guide to taking part in Scotland's largest free festival that celebrates places and stories, new and old.



**DOORS
OPEN
DAYS** 2023



Welcome to Doors Open Days!

Are you thinking of taking part in this year's **Doors Open Days** festival? Then you've come to the **right place**!

Whether you've participated before and want to **refresh your memory** or you're a total **newbie** looking to see what we're all about, **welcome**. This guide contains (almost!) everything you need to know about **Doors Open Days**, but if you have any questions please **get in touch**.

What is Doors Open Days?

Doors Open Days is **Scotland's largest free festival** that celebrates **places** and **stories, new and old**. Every **September** you can explore hundreds of fascinating buildings across Scotland for **free**.

Doors Open Days has been welcoming visitors from **all over the world** since **1990**. In **2020** we went **digital** and **moved our festival online**. In **2021** we hosted our **first hybrid festival**, blending **in-person** and **virtual activities** and **events**. We **built on the success** of this format in **2022**.

Who Coordinates Doors Open Days?

Doors Open Days is coordinated at a **national** level by the **Scottish Civic Trust**. Each **region** is coordinated at a **local** level by a **regional coordinator**.

You can find a list of the **current** regional coordinators **here**.



Why should I take part?

Taking part in the festival **offers a whole host of benefits** that will make the planning **worth your while!**

Benefits

- **Join a national celebration** of Scotland's **places** and **stories**, **new** and **old**, that attracts nearly **100,000 visitors** on average
- **Connect** with a **community** of **1000s** of venues and groups **across Scotland**
- Enjoy **increased publicity** through our **website**, **newsletter**, **social media**, **print media** and **broadcast media**
- Access **resources**, **training**, **guidance**, **support** and **marketing materials** to support your events and activities
- **Develop stronger connections** with your **local audiences**
- Attract **new audiences** from **all over the world** with virtual events and activities
- Try **something new** and **experiment** with **new ideas** and **experiences** without the **pressure** of paying customers

Still not convinced?

On our website you can find an [archive of summary reports](#) from **2017- 2022**.

These reports contain information on **audience demographics** and **engagement**, **visitor experience**, **media coverage**, **case studies** and other bits of **juicy data!**



How do I take part?

Now you know what **Doors Open Days** is all about and how it can **benefit you**, let's talk **entry criteria**, **website listings** and **festival cycles**.

Your **Doors Open Days** journey will begin with **contacting** your **local regional coordinator** to **register your interest**.

Entry Criteria

We are interested in hearing from **all venues** and **groups** who celebrate Scotland's **places** and **stories**, **new** and **old**. If your planned event or activity **meets the following criteria**, get in touch with your local regional coordinator.



Entrance must be free



You must offer something that isn't normally available for free



Your event must take place during your festival weekend

Website Listings

Your local regional coordinator will **ask you for information** about your venue/group and your proposed events and activities. This information will be used to populate **listings** on our **website**, which our audience uses as an **events directory**.

Audiences respond best to listings with **high quality images**, **engaging descriptions** of your events and activities, **relevant links**, **clear** and **accurate opening** and **tour times** etc.

Festival Cycle

Each local regional coordinator will have **specific dates** and **deadlines** for you to meet.

However the **festival cycle** generally follows this structure.

During the month of **September**, your region will hold their event on a **specific weekend**.



Planning your event

Struggling for **inspiration**? We've got you covered. The **sky is the limit** when planning your **Doors Open Days** event or activities. We encourage **all our venues** to develop **both an in-person** and a **virtual event or activity** to **expand their reach** and **welcome new audiences**.

You can find lots of advice on holding **accessible**, **safe** and **engaging** events [here](#). If you're **new to digital** you can also find support [here](#).

In-Person

- Show your visitors around with a **guided tour**
- Offer **behind-the-scenes** access to **private areas**
- Get **active** with a **walking trail** or **treasure hunt**
- Travel **back in time** with **historical reenactments**
- Teach **new skills** with a **conservation workshop**
- **Wow** your visitors with a **pop up performance**
- Get your **hands dirty** with **family friendly crafts**
- Host a drop in **object handling session**
- Offer a **taste** of what you do with **cooking workshops**
- **Transport** your visitors with a **storytelling session**



Virtual

- Go on a **deep dive** with a **podcast**
- **Explore** your venue with a **virtual tour**
- Answer **burning questions** on a **Facebook Live**
- Take visitors to **new heights** with **drone footage**
- Offer a **new perspective** with **360 degree** video
- Create a **interactive virtual map** of the area
- Have an **expert** host a **live online event**
- Design a **3D interactive model** of your venue
- Share your **digital archive**
- Use **Minecraft** to **gamify** your venue



Get in touch!

If you're still not sure if you want to take part in **Doors Open Days** or have some lingering unanswered questions **please get in touch**.

Regional Coordinators

Each regional coordinator approaches their local programme a wee bit differently, so they should be **your first port of call** for any **questions** or **queries**.

You can find a list of the **current** regional coordinators [here](#).

Contact us

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