# **Taking Part in Doors Open Days**



### **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 <u>archive of summary reports</u> 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 <u>local regional coordinator</u> 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**.



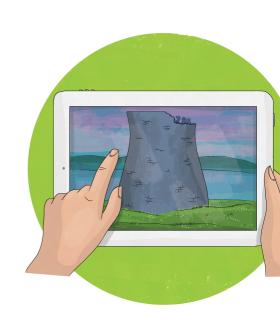
# Planning your event

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 inperson 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

Scottish Civic Trust
The Tobacco Merchant's House
42 Miller Street
Glasgow G1 1DT
Tel. 0141 221 1466

Email: dod@scottishcivictrust.org.uk

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**Doors Open Days Newsletter** 







