



## How to describe your venue

Thank you for registering for the Columbia Basin Culture Tour!

Soon, we'll be asking you to provide a description of your venue, which will appear on the tour website and may be adapted for purposes like social media. You can also use it in your own promotions, now and in the future.

The goal of this description is to make your venue sound like it's worth visiting and that people will enjoy themselves while they're there. You may know how fabulous your venue is—but others may not. It's up to your description (and photos) to convey this.

This is your chance to connect the viewer to your passion, so make the most of it!

## To be as clear and intriguing as possible, consider these tips

### ***Length***

Make your description about 100 to 200 words long.

### ***About you***

What type of venue is this?

- Are you an artist, arts organization or heritage location?

If you're an artist, what kind of work do you do?

- For example, do you paint, sculpt or sew?
- What materials, techniques or methods do you use?
- What is unique about what you do, why you do it or your process?

If you're an arts organization or heritage location, what do you offer in a nutshell?

- What makes your place special?

### **About your participation in the tour**

Why should someone choose to attend your venue? Consider the questions that potential visitors might have:

- What kind of space will I be going to?
- What will I see there?
- Can I do anything hands-on?
- Will there be demonstrations, performances or activities?
- Will I be able to purchase anything?

### **Writing style**

- Try to paint a picture: help readers visualize what they'll see when they get there.
- Use a friendly, welcoming tone. Feel free to use "I" or "we" when describing your venue. You can also use "you" when talking about people who may visit you during the tour.
- Keep the text vivid, using simple and vibrant words. Imagine you're talking to a friend, not writing a university assignment. The text should be easy to understand by people of all backgrounds.
- After you write the text, leave it for an hour or more and then reread it. Does it still sound good, or do you see things you can revise?
- Check your text carefully for spelling and grammar errors. Don't rely on Word's spellcheck!
- If possible, pass your text by someone else for feedback.

### **An example**

Here's just one example of how a venue description could be:

*I'm delighted to invite you to my home-based painting studio during the Columbia Basin Culture Tour! I look forward to meeting you and sharing my space!*

*My lifelong passion for painting blossomed from a fascination with nature's colours and shapes. My oil-paint artworks capture the wonder of simple things, with the goal of sharing emotions, sparking curiosity and fostering a connection to the beauty around us.*

*During the tour, I'll display a range of works from my collection. Most will be available for purchase, in case you fall in love with one on the spot!*

*I'll also demonstrate my process by working on a painting live before you, while explaining my methods and the tools I use at various stages of development.*

*In addition, I invite you to create your own nature-themed postcard using watercolour, coloured pencil and collage. All materials are supplied for free, and this activity is suitable for all ages and any level of experience.*

*At the same time, I'm excited to announce that guitarist Fred Svensson will join me throughout the weekend to delight you with his warm, soothing sounds.*

*I can't wait to see you!*

***We hope this helps!***

We look forward to receiving your description, and conveying how fabulous your venue will be!

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*Tips compiled thanks to input from Columbia Basin writers and artists Susan Andrews Grace and Galadriel Watson.*