

EDN Conference “How Can We Move? Ecological Perspectives on Contemporary Dance”

Communication Toolkit



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Rationale	3
Communication Goals and Strategy	4
Summary of the basic information	4
Communication plan	4
Expectations	5
Important dates	5
Links and social media handles	5
Examples	6
Visuals	6
Newsletter Content	6
Social media items	7
Facebook - Announcement	7
Facebook - Conference Awareness	7
Instagram	8
Twitter	8
EDN (Mock)	9
EDN www announcement	9
EDN Social Media Announcement Visuals	9

Rationale

Building on the success of the two previous European network projects, the European Dancehouse Network (EDN) will continue to expand the reach and impact of its network and activities with its new Creative Europe-funded project EDNNext 2022 - 2024.

Through capacity building, networking, knowledge and skills exchange, research and advocacy, EDNNext will contribute to the realisation of a more sustainable and inclusive European dance sector with positive impacts on contemporary dance practitioners and organisations, local communities and audiences, and wider society.

In 2022, the EDNNext program will focus on sustainability in the contemporary dance sector, both in terms of environmental sustainability and sustainability for dance organisations and dance practitioners. The annual online closing event on November 14, 2022, titled "How Can We Move? Ecological Perspectives on Contemporary Dance," will bring together participants from within and outside the network and the sector, address burning issues for the sector and for society and culture more broadly, and present the results of all annual project activities. The conference is particularly focused on sharing knowledge and best practices with those outside the network and the sector, especially policy makers and stakeholders, which is crucial for raising awareness of the sector and its continued relevance.

EDN Conference "How Can We Move? Ecological Perspectives on Contemporary Dance" will be announced on 6 October 2022.



Communication Goals and Strategy

The European Dancehouse Network invites and encourages its members to help us achieve two important communication goals:

1. Increase the visibility of the conference.
2. Invite artists, professionals in the field, local and international stakeholders.

Below are several examples of social media campaigns and invitations.

Summary of the basic information

1. The conference will be held online on 14 November 2022 between 10 am and 1 pm CET.
2. The official language of the conference is English (without sign language).
3. The conference is open to all. EDN would like to see a large participation of artists, professionals in the field, local and international stakeholders.
1. Registration deadline 10 November 2022, on 11 November 2022, registered participants will receive a zoom link to their provided email address from info@ednetwork.eu on 11 November 2022.
2. The conference will be recorded (video with transcription in English will be published in early December 2022).

Communication plan

1. announcement: 6 October 2022 (EDN website, EDN social media)
2. conference visibility/awareness SM campaigns: 13, 20 & 27 October, 3&7 November
3. dissemination of both video and report: early December 2022



Expectations

1. EDN members announce the campaign via their communication channels (website, social media, newsletters) and participate in Campaign Visibility/Awareness SM Campaigns
2. EDN members contribute to joint EDN mailing list of local and international journalists, stakeholders and professionals who in their opinion needs to be invited to the conference
3. EDN members help with dissemination of both conference video and report
4. EDN members provide proofs (screenshots with links) of their (online) promotion
5. EDN members provide proof of EDN's logo next to the new EU programme logo.

Important dates

- 6 October 2022: announcement (full programme)
- by 16 October 2022: Google Spreadsheet finalised
- 13, 20 & 27 October, 3&7 November: conference visibility/awareness SM campaigns (guest speakers & bios)
- 17-28 October: Special invitations to stakeholders, journalists & dance field professionals (based on mailing list)
- 14 November: participation at the conference
- beginning of December (1-3 Dec): dissemination of both conference video and report
- 10 December: send proofs (screenshots with links) of (online) promotion & EDN + EU logo on their websites

Links and social media handles

EDN website (active on 6 October): <https://www.ednetwork.eu/activities/edn-conference2022>

Communication Toolkit & Visuals: <https://www.ednetwork.eu/news/preview/170>

Google Spreadsheet: <https://docs.google.com/spreadsheets/d/11wMEvM-IJhLxVnxRznOauXQsSV7T8AUx4koRrHWcR9I/edit#gid=0>

FB & IG EDN: @europeandancehousenetwork

FB Event: TBA (please visit EDN Facebook page on 6 October)

TW EDN: @dancehouses

EDN logo: <https://bo.ednetwork.eu/download-attached/jubOjdiBYk8CuGalXt02ImQ7J0z3173B3RYQ4LEq3Pp14BjNSS>

EU logo:

<https://bo.ednetwork.eu/download-attached/2Fs07jfkBTCpOv0ujUUO8hLnJIJeStxDw7oWmOxtHog3uacyiH>



Examples

Visuals

The visuals of the digital campaign in different formats are available on [EDN website](#). Please use them as you see fit in your communications.

Newsletter Content

Dear ...,

I hope this e-mail reaches you well. As you may already know, our dancehouse is a member of the European Dancehouse Network. The latter is expanding its reach and impact with its new Creative Europe funded project EDNNext 2022 - 2024, which contributes to a more sustainable and inclusive European dance sector through a wide range of activities, capacity building, networking, knowledge exchange, and research and advocacy.

In 2022, the network's focus is on sustainability in the contemporary dance sector, both in terms of environmental sustainability and the sustainability of dance organisations and dance practitioners. The EDN's annual online closing event will take place on November 14, 2022, and is titled "How Can We Move? Ecological Perspectives in Contemporary Dance". This will be a great opportunity for participants inside and outside the network and sector to engage in conversation with guest speakers (artists, policy makers, dance professionals) to address burning issues for the sector and for society and culture more broadly. During the conference, the EDN will also launch the research publication "Environmental Sustainability in Contemporary Dance."

For more information about the conference and program, as well as the link to register, please visit the EDN website (<https://www.ednetwork.eu/activities/edn-conference2022>).




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Social media items

You can also make your own posts using the posts below for inspiration:

Facebook - Announcement

 @europeandancehousenetwork invites artists, cultural professionals, academics, and local and international decision makers to join the @EDN Conference ... (URL).

 **When:** 14 November 2022, 10am-1pm CET

 **Where:** online

 **Registration deadline:** 10 November 2022


 **Info & registration:** <https://www.ednetwork.eu/activities/edn-conference2022>

EDN's annual conference, along with the campaign, will conclude the 2022 "Sustainability" theme. Featuring invited artists, dance professionals and policy makers as guest speakers, the conference, "How Can We Move? Ecological Perspectives in Contemporary Dance" will bring together voices inside and outside the sector to discuss sustainability in the contemporary dance sector, both in terms of environmental sustainability and the sustainability of dance organisations and dance practitioners. During the conference, EDN will also launch the research publication Environmental Sustainability in Contemporary Dance.

Register by 10 November 2022!

 **Info & registration:** <https://www.ednetwork.eu/activities/edn-conference2022>

Facebook - Conference Awareness

 @europeandancehousenetwork announces first guest speakers of the @EDN Conference ... (URL): name & surname (organisation + panel).

 **When:** 14 November 2022, 10am-1pm CET

 **Where:** online

 **Registration deadline:** 10 November 2022

 **Info & registration:** <https://www.ednetwork.eu/activities/edn-conference2022>



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Register by 10 November 2022!

👉 **Info & registration:** <https://www.ednetwork.eu/activities/edn-conference2022>



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Instagram

📢 Are you an artist, cultural professional, academic, or local and international decision maker?

📢 Interested in the theme of sustainability in the contemporary dance sector?

📢 @europeandancehousenetwork is organising annual online conference titled "How Can We Move? Ecological Perspectives in Contemporary Dance", held online on 14 November 2022, 10am-1pm CET.

Register by 10 November 2022 on the link in bio!

👉 **Info & registration** available via EDN Instagram bio (@europeandancehousenetwork) and EDN website (<https://www.ednetwork.eu>).

Twitter

EDN invite #artists, #producers and #programmers to register for an online conference "How Can We Move? Ecological Perspectives in Contemporary Dance".

👉 **Registration deadline:** 10 November 2022

👉 **Info & registration:** <https://www.ednetwork.eu/activities/edn-conference2022>



EDN (Mock)

EDN www announcement



News

Members

Activities

Themes

About

Calendar

FORUM

How Can We Move? Ecological Perspectives on Contemporary Dance

EDN is organizing an online conference to which artists, cultural practitioners, academics, and local and international policy makers are invited. The conference on 14 November between 10:00 am and 1:00 pm will coincide with the release and public presentation of EDN's upcoming research publication. Register by 10 November 2022.

Screenshot: <https://www.ednetwork.eu/activities/edn-conference2022>

EDN Social Media Announcement Visuals



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