



**“What to do in Ottawa this Weekend” E-mailer and web post
Policy Document
*February 2018***

Ottawa Tourism’s “What to do in Ottawa this Weekend” e-mailer and web post is weekly content that is distributed to the Ottawa Tourism membership base, posted online, and shared over social media. The intention is to provide front-line staff, members, and visitors with timely information about special and seasonal events occurring usually over the weekend after which the information is made available. The information is distributed and posted on Thursday mornings each week.

How can your event be included?

- Content is mostly pulled from the Ottawa Tourism event calendar and from other online event calendar resources. You are welcome to submit a posting for your event to our calendar of events. Please note that they are vetted by our team before being published to ensure that the event is relevant to Ottawa’s visitor base. Submissions to the Event Calendar can be completed online at: www.ottawatourism.ca/events
- As this is a tourism-related tool, events featured include events or activities in which visitors can participate. Events requiring pre-registration or that are sold-out are sometimes not appropriate.
- The content is compiled a week or more in advance, so it is best to receive information as far ahead as possible.
- An attempt is made to balance event features by venue, region, subject matter, audience, etc. in order to appeal to a wide audience.
- Ottawa Tourism reserves the right to include events at our discretion.