

# Big Opportunity News Flash

## THE BIG OPPORTUNITY NEWSLETTER December 2010

*“Keeping London’s Voluntary and Community Sector informed about opportunities at the London 2012 Olympic and Paralympic Games”*

### *Last Chance to Be Part of the London 2012 Cultural Programme*

**The Culture Diary** [www.theculturediary.com](http://www.theculturediary.com) is the calendar and online planning tool created by the GLA to help the planning and promotion of every cultural event taking place across London in 2012.

*The deadline for posting events on The Culture Diary has now been extended to 31 March 2011. However, organisations and individuals must register on the website before 31 December 2010 to qualify. After that date the website will close to new registrations.*

*Registration is free and will take you two minutes. All you need to do is visit [www.theculturediary.com](http://www.theculturediary.com) and register as a new user. They will only ask for your name, organisation, e-mail address and a password at this stage in the process. You will then be e-mailed a link which will then allow you the opportunity to upload events.*

*Whether you are planning a poetry reading for twenty in Bromley, a world food banquet in Harrow for a hundred or a streets sport festival in Islington for a thousand this is your opportunity to be included in the wider London 2012 cultural programme. You might even be selected as part of Festival 2012.*

#### **The Benefits**

*The Culture Diary provides organisations large and small with a free opportunity to:*

- *add and update information about the events they are planning for 2012, whether specifically for the year or part of an ongoing programme*
- *use the diary to see what else is planned for the year, identifying collaborative opportunities, including artistic content, as well as potential clashes*
- *identify other opportunities such as joint marketing and promotional campaigns*

*Organisers of any London-based cultural event can register their activities for 2012, and use the diary to search for other planned events. Even if events are not confirmed, the GLA culture team still want to hear about them.*

*Information from The Culture Diary will be shared with a cross-London planning group, including emergency services and LOCOG. It will also inform a year long-promotion campaign showcasing the depth and breadth of London’s extraordinary city-wide cultural offer starting in January 2012. This could be your chance to be part of the London 2012 Cultural Programme.*

*The Culture Diary closes to new registrations on **31 December 2010**. Once registered, you have until **31 March 2011** to add details of any cultural event/s you are planning in 2012.*

**...and Finally**

- *Entry into the diary does not constitute approval and normal planning processes apply.*
- *You will need to keep your entries regularly updated - the final date for entering information into the diary will be **31 March 2011**. This deadline is fundamental to operational and promotional planning.*

*Please note that the use of the word 'events' is to provide an umbrella name for all cultural activities whether films, exhibitions, performances or readings etc.*

*Events do not need to be finalised to be added to the Diary. All events should be added even if they are pending, for example awaiting funding, artists or venues. You can update your event with further details when they come to hand. Note: If necessary events can be removed from the Diary at a later stage.*

*The Diary is open to all events from large spectacles to small community events, whether specifically for 2012 or part of an ongoing programme.*

*Planning your events early and providing information to The Culture Diary is **ESSENTIAL** to help with London wide allocation of public and emergency service resources and ensure your event has the best chance of going ahead.*

*All events need to be added to The Culture Diary by **31 March 2011** even if they are not confirmed. You will need to ensure you update your events regularly when more details come to hand.*