

Regional Tourism Events Calendar Directive

Purpose

The Southeast Regional Service Commission's Regional Tourism Events Calendar serves as a strategic tool for promoting public events within Southeast New Brunswick. Its primary objectives include attracting visitors to our region, informing both visitors and residents within the region, and functioning as an integrated marketing platform for the regional tourism industry and our municipal partners.

Event Eligibility Criteria

Location Requirements

Events posted on the Regional Tourism Events Calendar must take place within the municipal jurisdictions of one or more of the following regions:

- Cap-Acadie
- Dieppe
- Fundy Albert
- Maple Hills
- Memramcook
- Moncton
- Riverview
- Salisbury
- Shediac
- Strait Shores
- Tantramar
- Three Rivers
- Southeast Rural District

Eligible Event Categories

Example of type of events that could be listed on the Southeast Regional Tourism Events Calendar are:

- **Charity and Fundraising Events:** Charity runs, benefit concerts, auctions, and other fundraising events supporting important causes and organizations.
- **Community Events:** Gatherings like farmers' markets, flea markets, craft fairs, community celebrations, fundraisers, and trade shows.
- **Concerts and Music Festivals:** Includes performances by bands, touring artists, and music festivals featuring various genres.
- **Cultural Festivals:** Events celebrating the culture, heritage, and traditions of the region, such as food festivals, exhibitions, and cultural performances.

- **Educational and Academic Events:** Conferences, panel discussions, and academic symposiums happening in the region.
- **Family-Friendly Events:** Events suitable for families and children, such as family fun days and educational outings.
- **Food and Drink Events:** Food and wine festivals, beer tastings, cooking demonstrations, and culinary tours showcasing cuisine and beverages.
- **Holiday Events:** Special events and celebrations related to holidays like Christmas, Halloween, Easter, etc., including parades, light displays, and themed activities.
- **Seasonal Events:** Events specific to each season, such as spring festivals, summer concerts in the park, fall harvest fairs, and winter holiday markets.
- **Sports Events:** Regional sports competitions, matches, tournaments, and races, covering a range of sports like hockey, soccer, basketball, running, cycling, etc.
- **Theater and Performing Arts:** Feature plays, musicals, dance performances, comedy shows, and other theatrical productions happening in the region.
- **Workshops and Classes:** Workshops, seminars, and educational classes.

Ineligible Event Categories

Events falling under the following categories are not eligible for inclusion:

- Meetings, summits, and discussion groups
- Private/Closed to the Public
- Political
- Religious
- Suggestive or illicit activities

The intent of the Southeast Region Events calendar is to appeal to a broad audience and provide valuable information about what's happening in the area.

Submitting an Event

General Public

E-mail attractions@nbse.ca with all mandatory event details below. If the event meets the above listed eligibility requirements, it will be published to the Calendar by an authorized administrator.

Event Name, Date, Location, Start/End Times, Description, hyperlink to relevant website or social media page, and Event Graphic.

Authorized Users (with website login credentials)

- Visit www.nbse.ca
- Click the “Board Login” button on the top banner.
- Using the assigned login credentials, login to your account.
- On the right, click “Add Event” button.
- Fill out the mandatory fields with the details of your event.
- Review your entries. When complete, click the “Submit” button.

All events must be submitted at least five (5) business days in advance to guarantee posting.

Events Review Process

The New Brunswick Southeast Regional Service Commission will review events to verify their eligibility for inclusion on the Regional Tourism Events Calendar.

Modifying or Cancelling an Event

In order to have a published event modified or deleted, you may e-mail your request to:
attractions@nbse.ca

Directive Review and Revision

This Directive will be subject to an annual review by the end of the 1st quarter (March 31) on an annual basis and may be revised as necessary to ensure its effectiveness and relevance.

Date of Implementation: June 25, 2024