

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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Your website
Your metadata

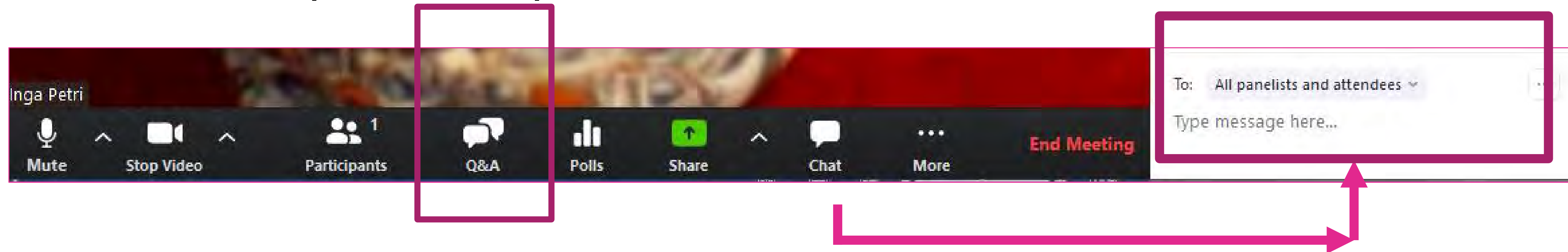
Hosted by:
Caitlin Troughton, Culture Creates

Presented by:
Tammy Lee, Culture Creates

We acknowledge that we are presenting to you, from
the traditional territories of the St. Lawrence
Iroquoians, the Mohawk, the Huran-Wendat and the
Haudenosaunee.

How a zoom webinar works

Q & A for
presenter/panel



Open chat to
chat with all

We're also recording the webinar for your reference.

Little to no machine readable metadata
available.

The Web has changed

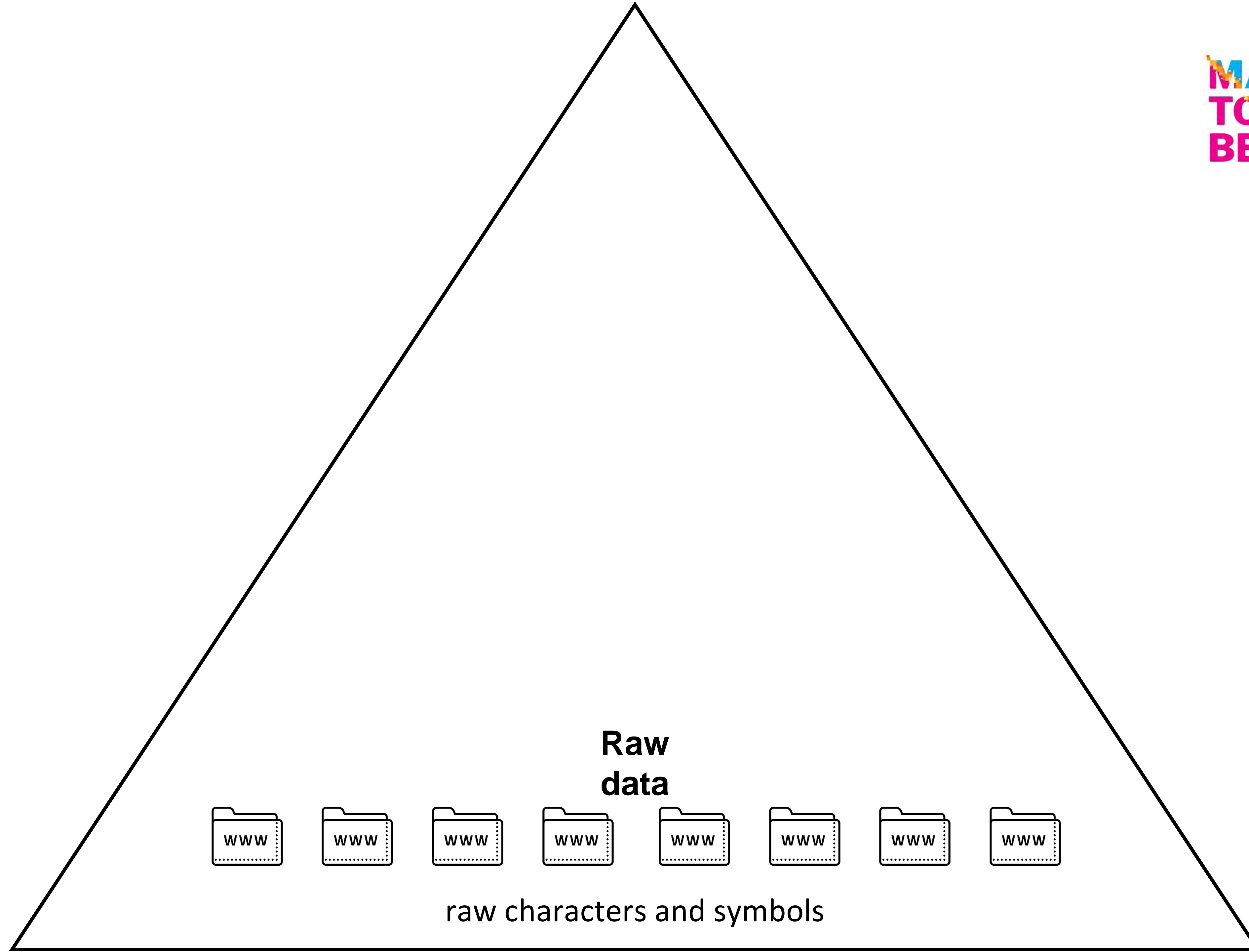


A.I.

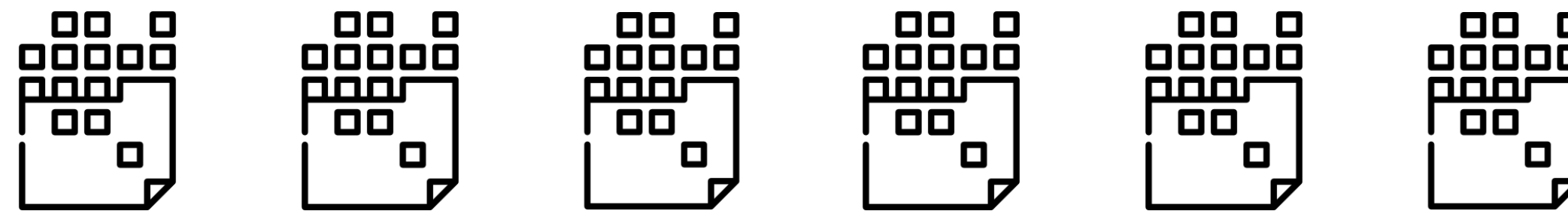


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Information

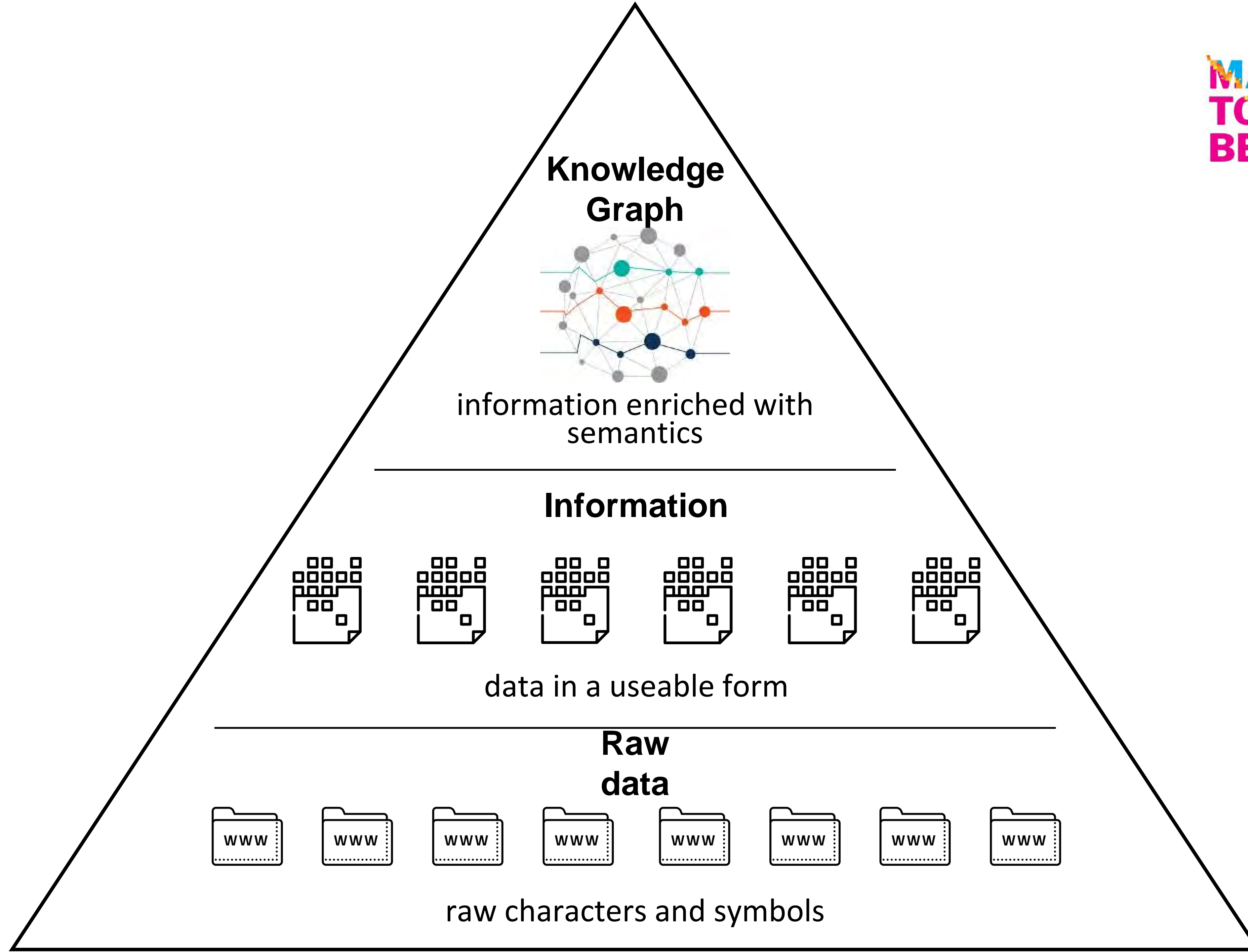


data in a useable form

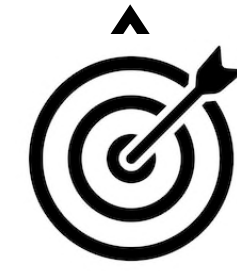
Raw data



raw characters and symbols



Artificial
intelligence



evaluated
understanding

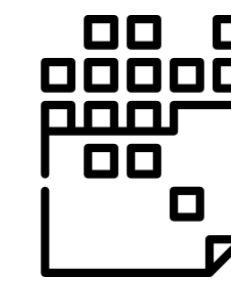
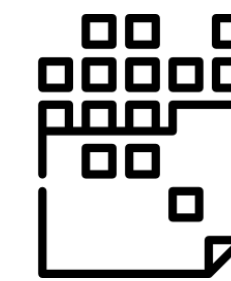
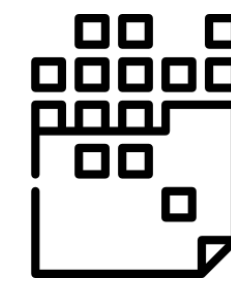
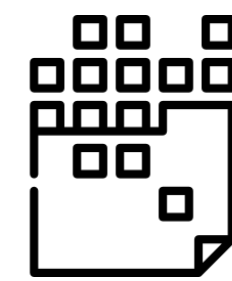
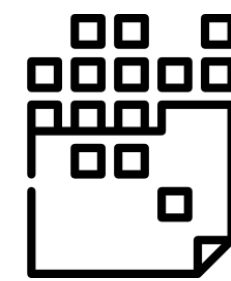
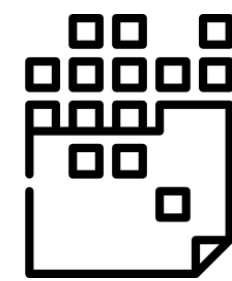
Wisdom

Knowledge
Graph



information enriched with
semantics

Information



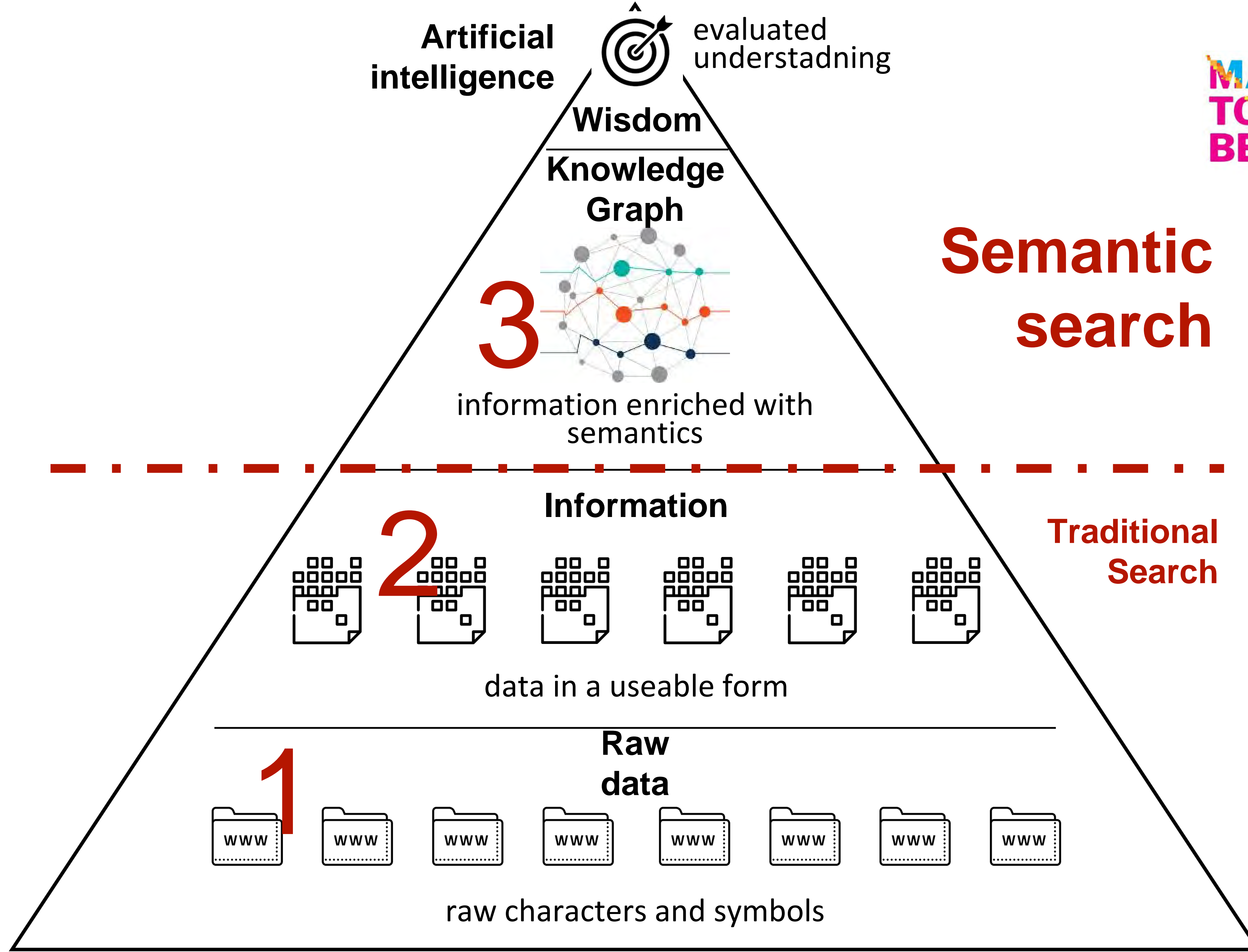
data in a useable form

Raw
data



raw characters and symbols

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ASK SIRI.

She knows next to nothing about the performing arts.

-100 AT&T 9:32 AM 100%

“What movies are playing”
tap to edit

I found several movies
playing today:



Adult Begin-
ners
3:30
100%
R

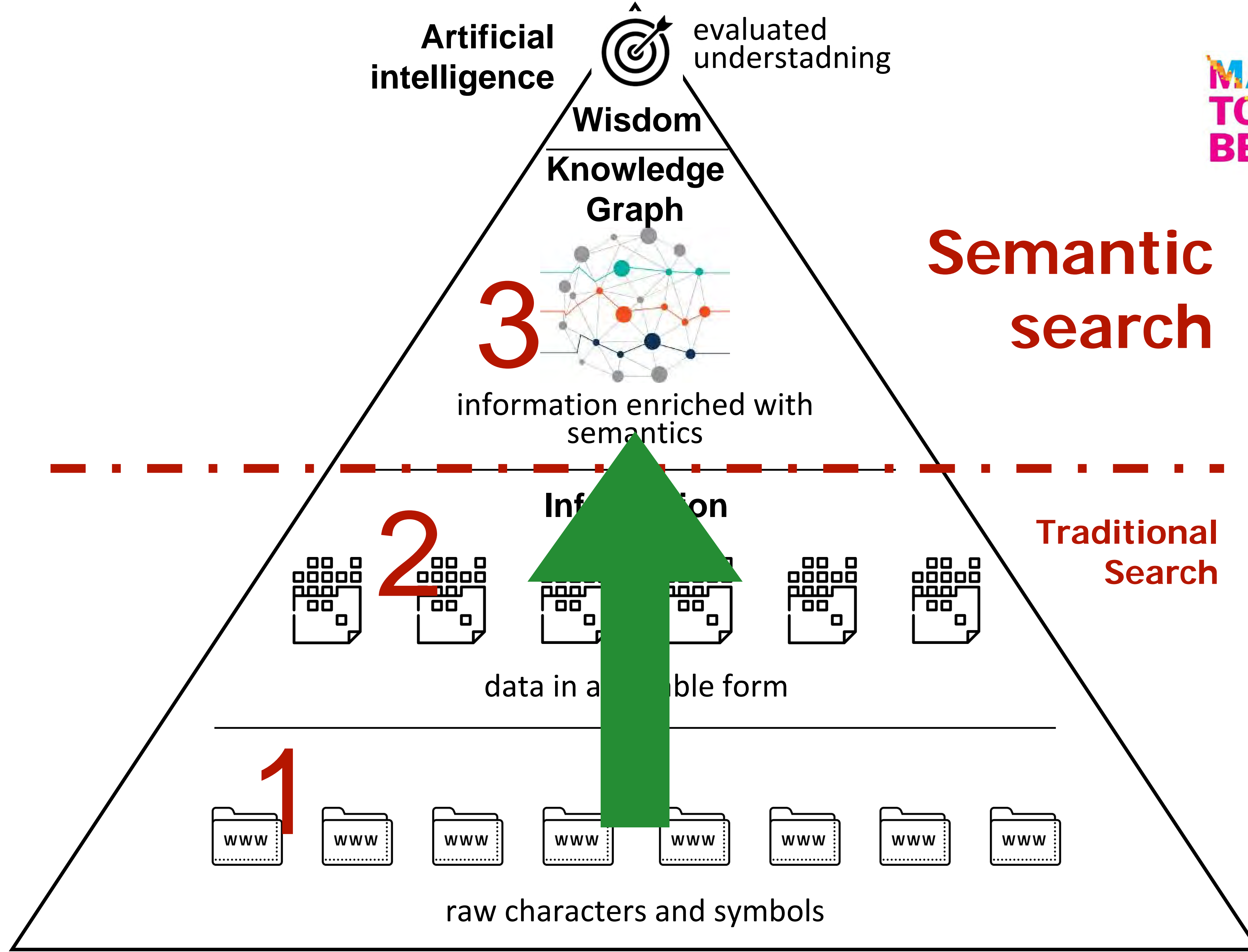


Ex Machina
1:45 ...
95%
R



The Water
Diviner
12:40 ...
79%
R





Search engine results are now one of the biggest drivers of customer awareness for any business.



What do search engines look for?

Search engines crawl the web looking for relevant and reputable results.

Google Search

I'm Feeling Lucky

Structured data

A vocabulary used to provide information about a webpage.

#1 Drive Business Results



35% more impressions

26% more clicks

20% higher click through rate

150% more time on rich pages

3.6X more interactive

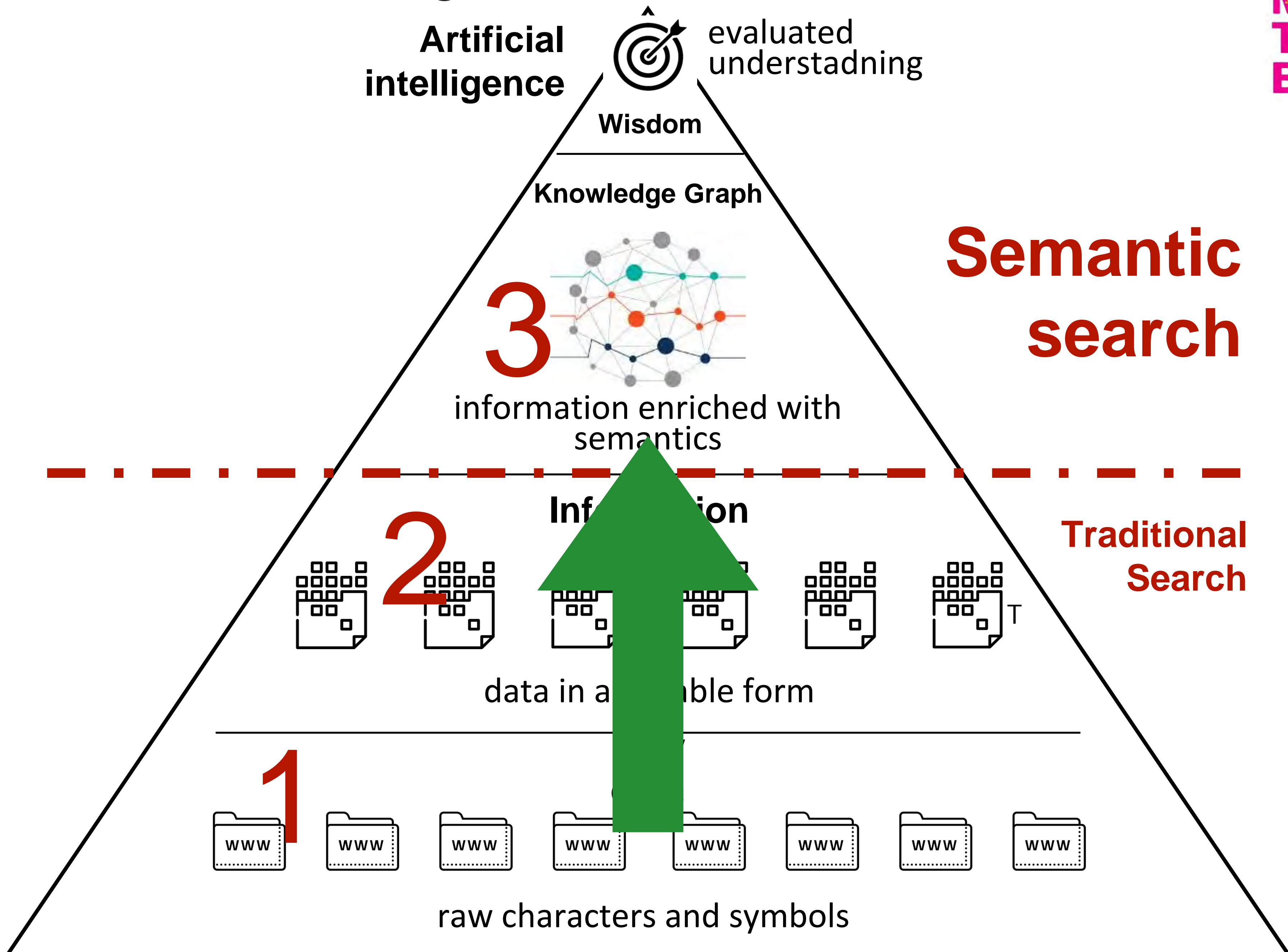
9 positions higher rank in search

Higher revenue

Case studies:

- **20% YoY organic traffic**
- **20x faster to implement**
- **36.2% more revenue**

#2 Improve Findability



#3 Rich results help you stand out



How to cook the perfect pizza | Food | The Guardian

<https://www.theguardian.com> › [lifeandstyle](#) › [wordofmouth](#) › [sep](#) › [how-to...](#) ▼

Sep 8, 2011 - The **dough** is tacky and difficult to handle, but the finished **result** is good: ... I find these make the **dough** too soft to work with however: **pizza** ...

Recipes



Homemade Pizza

Simply Recipes Food

4.7 ★★★★★ (190)

2 hrs. 30 min.

Italian sausage, pesto, feta cheese, bell peppers, tomato



Homemade Pizza

Taste of Home

4.7 ★★★★★ (27)

50 min.

Ground beef, tomato sauce, mozzarella cheese, green



Mike's Homemade Pizza

Allrecipes

4.5 ★★★★★ (131)

1 hr. 30 min.

Sauce, tomato paste, red pepper flakes, dough, chili



Show more

Homemade Pizza Recipe | SimplyRecipes.com

<https://www.simplyrecipes.com> › [recipes](#) › [homemade_pizza](#) ▼



★★★★★ Rating: 4.7 - 190 reviews - 2 hrs. 30 min.

Ingredients. 1 1/2 cups (355 ml) warm water (105°F-115°F) 1 package (2 1/4 teaspoons) of active dry yeast. 3 3/4 cups (490 g) bread flour. 2 tablespoons extra virgin olive oil (omit if cooking **pizza** in a wood-fired **pizza** oven) 2 teaspoons salt. 1 teaspoon sugar.


[How to Grill Pizza](#) · [Skillet Tortilla Pizza](#) · [Easy No-Knead Pizza Dough](#)

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#4 Greater Brand Control

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Recipes




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▼

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#5 Promote your event

MAKING
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BETTER

Events

 Recommended for you [Learn more](#)

Today

Tomorrow

This Week

This Weekend

Next Week

This Month

Next Month 

11

JAN.

Yukon Events: Yukon Sourdough Rendezvous 2019...

Sat., 12:00 p.m. – 4:00 p.m.

Yukon Beringia Interpretive Centre, Alaska Hwy

Whitehorse, YT



9

JAN.

Yukon Events - Whitehorse Yukon Community Thrift...

Thu., 12:00 p.m.

Love2Thrift - Whitehorse Community Thrift Store, 4230 4 Ave #9a

Whitehorse, YT



11

JAN.

Vegan 101 – Cooking & Baking

Sat., 6:00 p.m. – 9:00 p.m.

Well Bread Culinary Centre Inc., 6209 6th Ave

Whitehorse, YT



#6 Influence the Google Knowledge Panel



Klondike Institute of Art and Culture

<https://kiac.ca>

The Klondike Institute of Art & Culture is located in Dawson City, Yukon, Canada and operates an art gallery, artist in residence programs, performances, a film ...

You've visited this page 2 times. Last visit: 24/10/19

Events

Calendar at a Glance. Upcoming Events. Fri 03. Film Screening ...

Contact

Contact. KIAC Odd Fellows Hall - Dënäkär Zho (Mixed Colours ...

Artist in Residence

Our Artist in Residence Program aims to present an inspirational ...

[More results from kiac.ca »](#)

Staff

Tara grew up in Toronto and received her BFA from Emily ...

Job Opportunities

Home > About > Job Opportunities. Job Opportunities. Workshop ...

Performing Arts

KIAC's performing arts series is supported by the Canadian Arts ...

Klondike Institute of Art & Culture (KIAC) - Home | Facebook

<https://www.facebook.com> > [kiactweets](#)

To connect with Klondike Institute of Art & Culture (KIAC), log in or create an account. ... Dawson City, YT, Canada. ... 902 Second Avenue; (Mail: Box 8000), Dawson City Y0B 1G0.

Klondike Institute of Art & Culture (KIAC) - Posts | Facebook

<https://www.facebook.com> > [kiactweets](#) > [posts](#)

Klondike Institute of Art & Culture (KIAC), Dawson City, YT. 2.8K likes. At the edge of the arctic circle, KIAC is: ODD Gallery contemporary art; Film...

Klondike Institute of Art and Culture (KIAC) | Dawson City Yukon

<https://dawsoncity.ca> > [attraction](#) > [klondike-institute-art-culture-kiac](#)

Oct 31, 2014 - The Klondike Institute for Arts and Culture (KIAC) is a community-based arts centre offering a rotating schedule of workshops, screenings, ...

KIAC Art & Craft Fair | Dawson City Yukon

<https://dawsoncity.ca> > [event](#) > [kiac-art-and-craft](#)

Nov 24, 2018 - Start shopping early with the KIAC Christmas Art & Craft Fair! Shop local for ...



Klondike Institute of Art and Culture

[Website](#)

[Directions](#)

[Save](#)

4.9 ★★★★★ 11 Google reviews

Art center in Dawson City

Address: 902 Second Ave, Dawson City, YT Y0B 1G0

Hours: Closed · Opens 9 a.m. Tue. ▾

Phone: (867) 993-5005

[Suggest an edit](#)

Events

Mon., Jan. 6 10:00 a.m. 3-Day Digital Literacy & Marketing Worksho...

Tue., Jan. 7 10:00 a.m. Drop-In Handbuilding Pottery

Thu., Jan. 9 10:00 a.m. DIY Loom Weaving w/ Audrey Levesque

[View 25+ more](#)

Know this place? [Answer quick questions](#)

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

#7 Optimize for Voice Search



#8 Be Discovered on all Surfaces



#9 Videos played right from search



Q All Images Maps Videos News More Settings Tools

About 9,310 results (0.26 seconds)

Brigitte & Ryan Live at the KIAC Ballroom – KLONDIKE ...

<https://kiac.ca> › Events



Sep 22, 2017 - Uploaded by Ryan McNally
Brigitte & Ryan play Old Time and Country Blues. They juggle an array of instruments including fiddle, banjo ...

Petunia Live at the KIAC Ballroom – KLONDIKE INSTITUTE ...

<https://kiac.ca> › Events



Jun 13, 2019 - Uploaded by Petunia AndTheVipers
Petunia is more than just an entertainer, he's a modern musical enigma. Imagine that David Lynch and Nick ...

Jennifer Castle at the KIAC Ballroom – KLONDIKE INSTITUTE ...

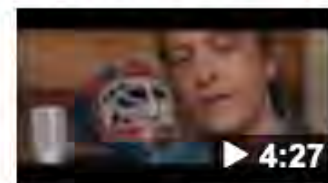
<https://kiac.ca> › blog



Sep 13, 2018 - Uploaded by Paradise of Bachelors
Thurs, Sept 13 at the **KIAC** Ballroom Doors open – 7:30 / show time – 8:00 tickets available at **KIAC**. The ...

Steve Gunn at the KIAC Ballroom – KLONDIKE INSTITUTE OF ...

<https://kiac.ca> › blog



Jun 12, 2018 - Uploaded by Matador Records
Steve Gunn at the **KIAC** Ballroom. Tues, June 12. Doors open – 7:30 / Showtime – 8:00 \$18 **KIAC** members / \$20 ...

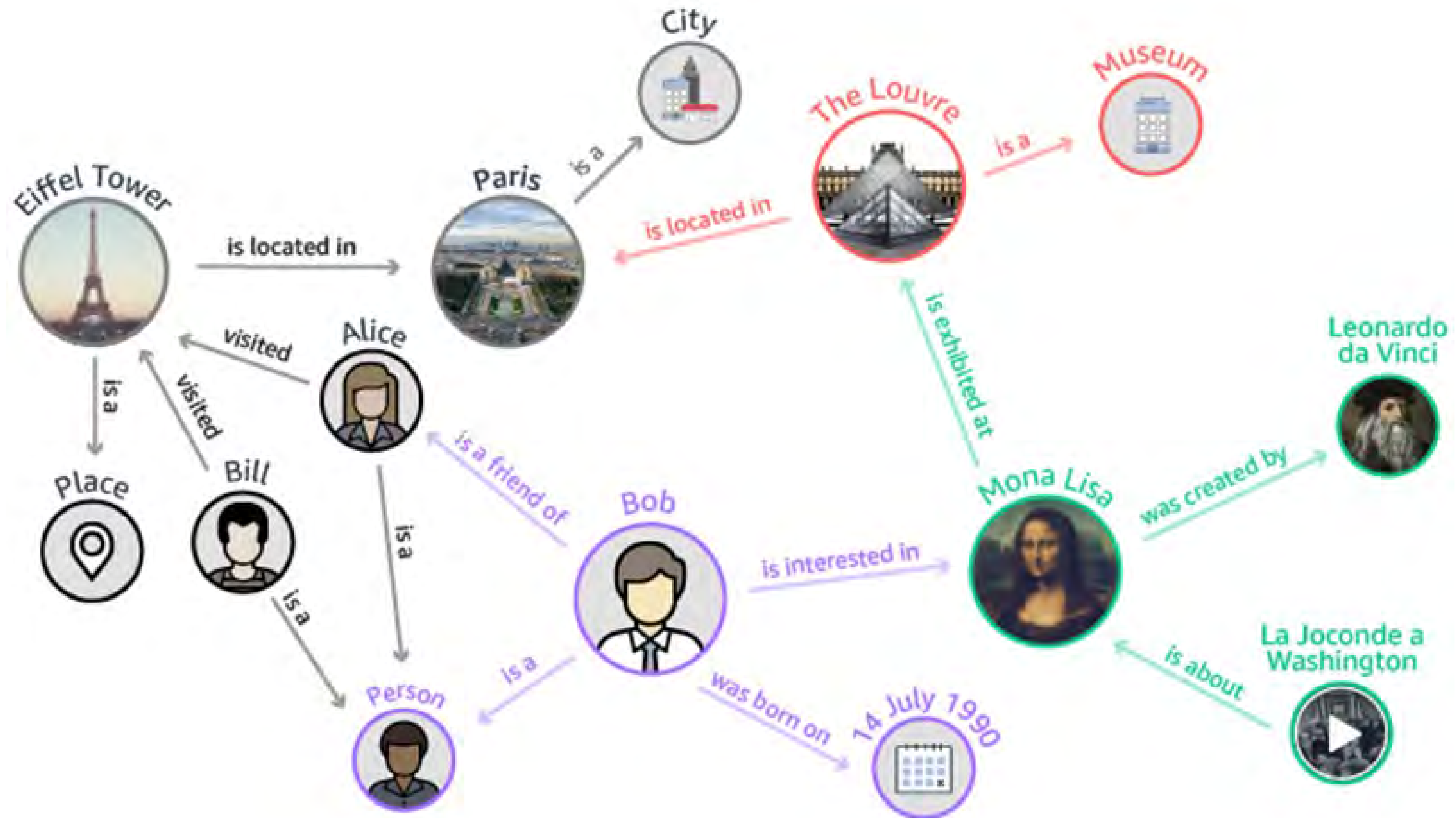
Film Screening, All the Time in the World – KLONDIKE ...

<https://kiac.ca> › Events



ALL THE TIME IN THE WORLD. Dir: Suzanne Crocker, Yukon, Documentary, 87 minutes. 7pm, **KIAC** ...

#10 Build a Knowledge Graph





Recap of the Benefits

- #1 Drive Business Results
- #2 Improve Findability
- #3 Rich results help you stand out
- #4 Greater Brand Control
- #5 Promote Your Event
- #6 Influence the Google Knowledge Panel
- #7 Optimize for Voice Search
- #8 Be Discovered on All Surfaces
- #9 Videos Played Right From Search
- #10 Build a Knowledge Graph**









Data

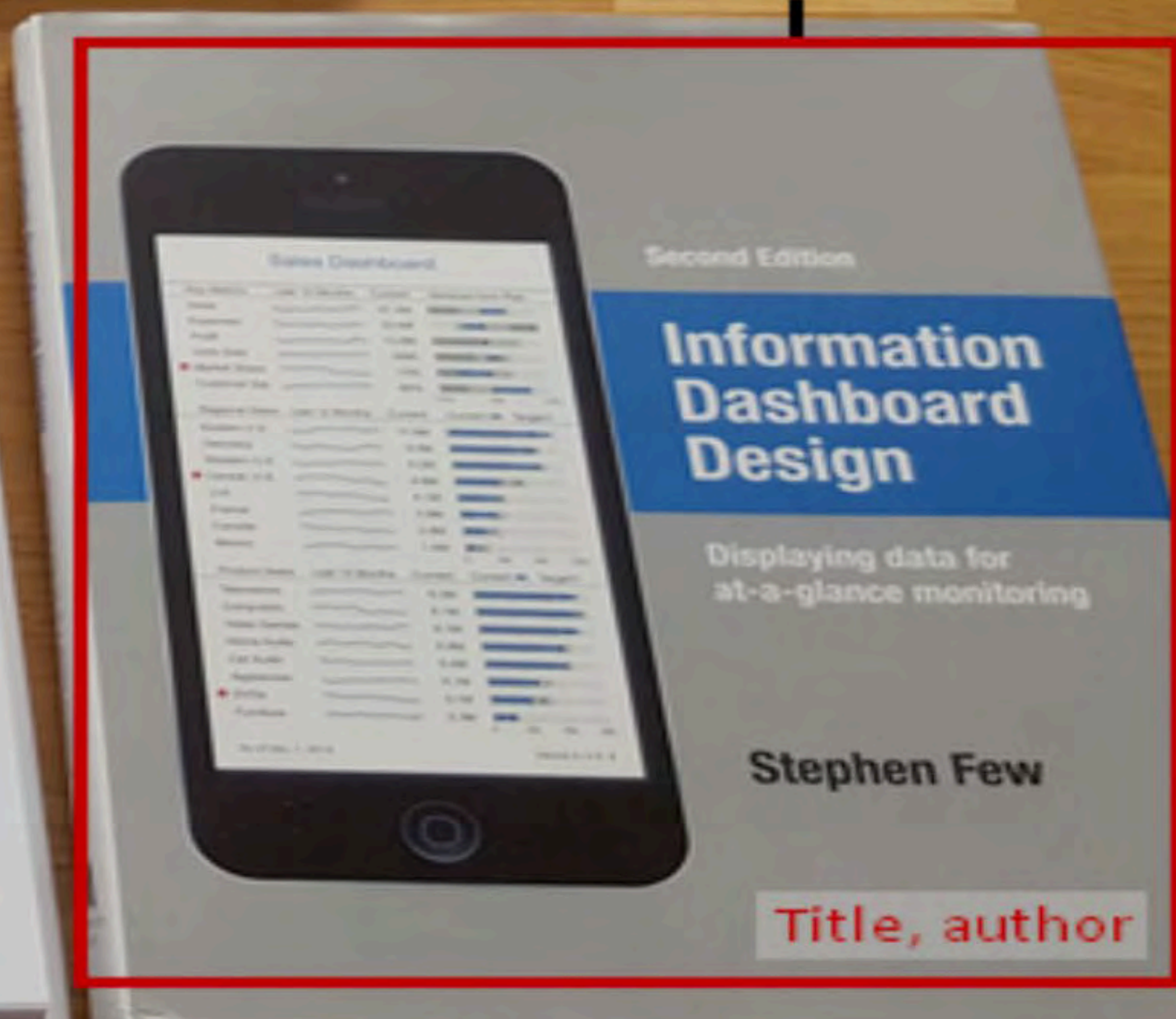
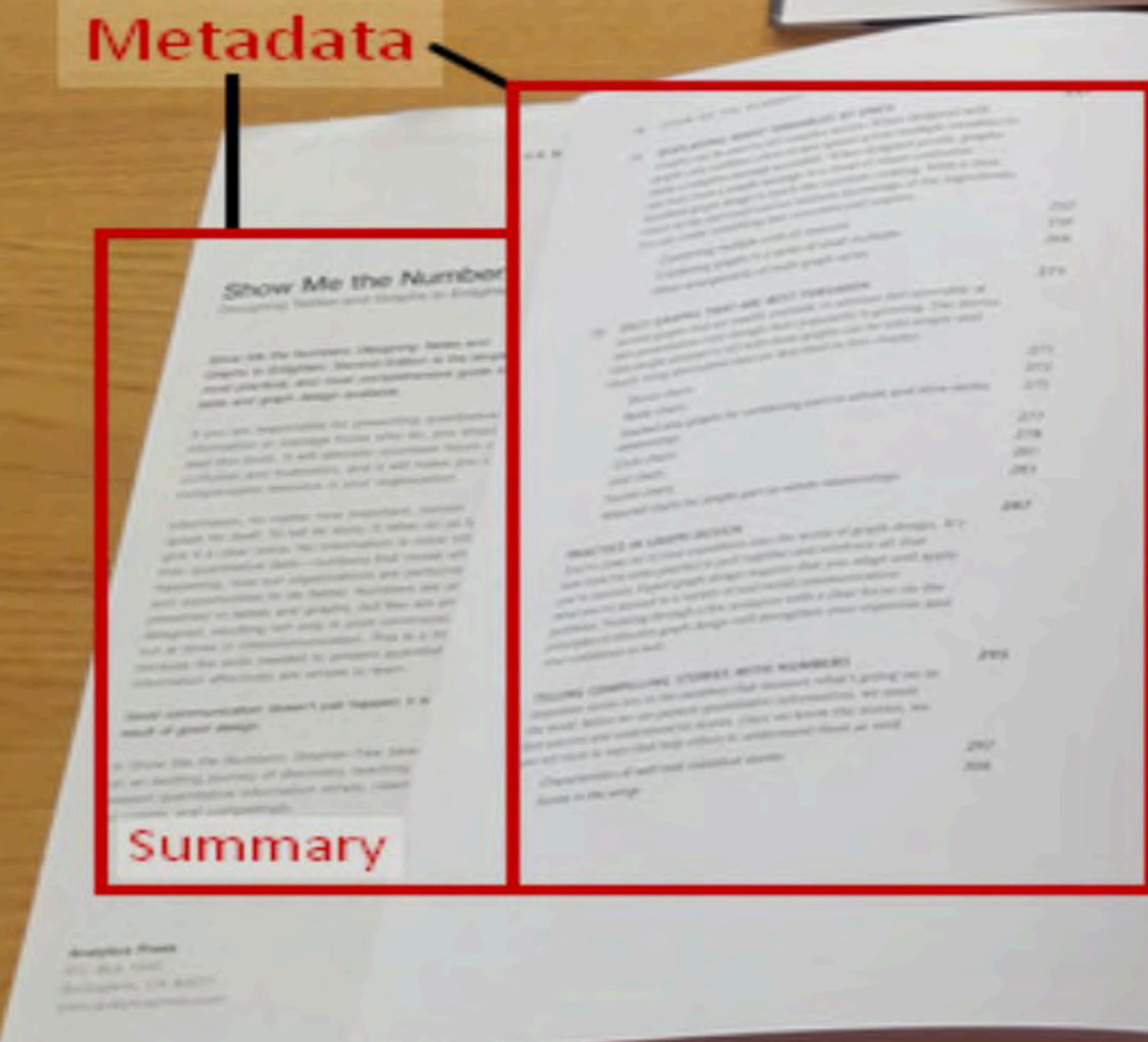
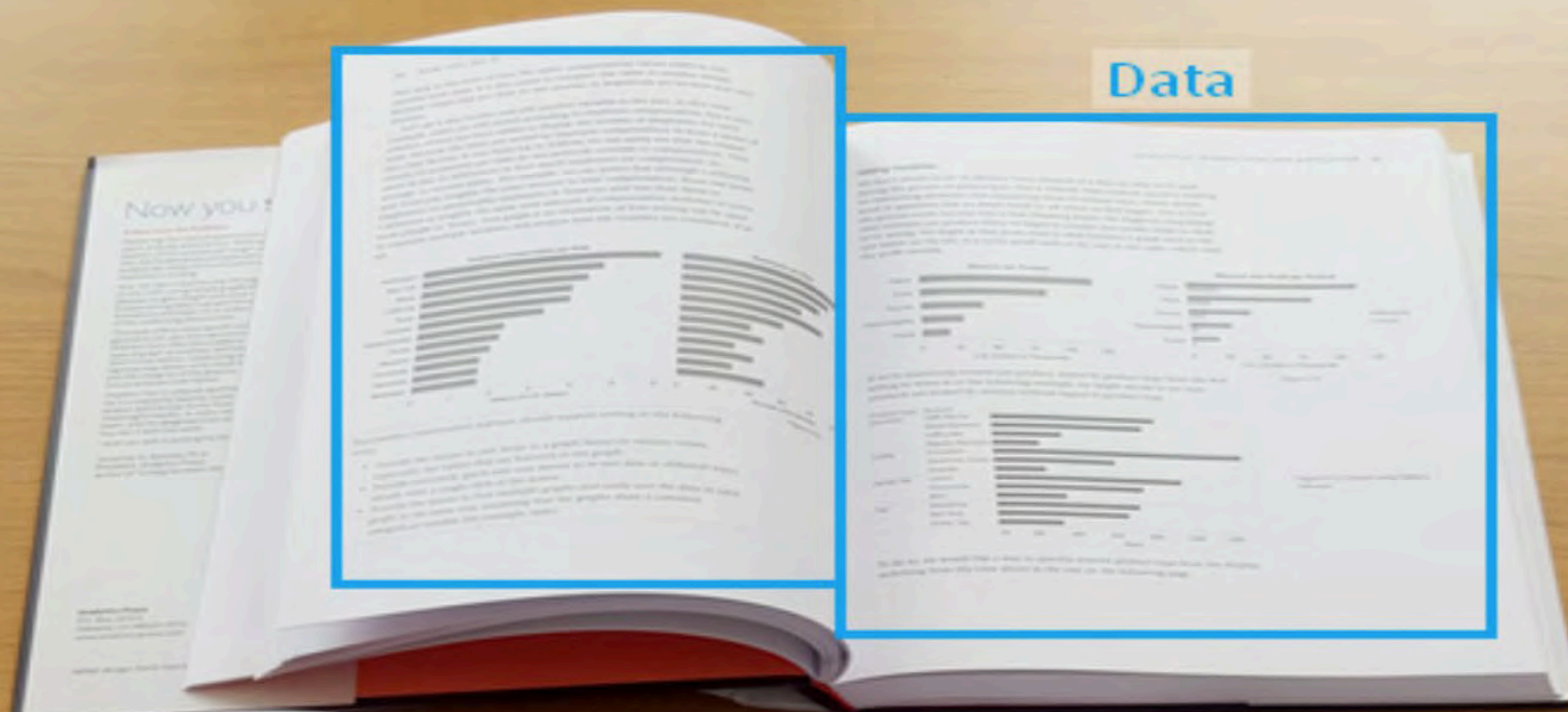
Metadata

Metadata

Table of contents

Summary

Title, author







In the arts,
there is missing
metadata.

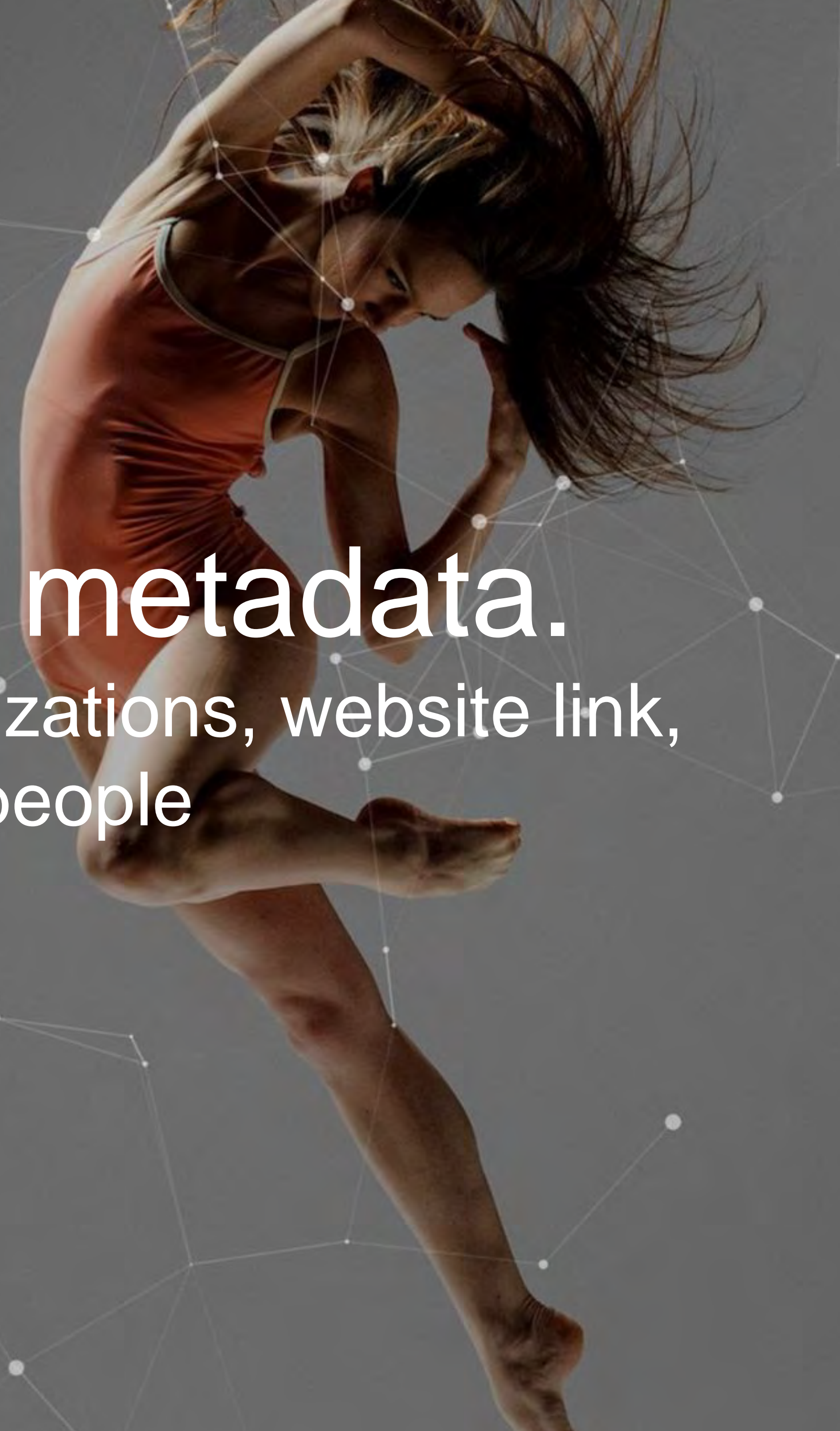




**culture
creates**

Your website is your metadata.

title, date, location, description, organizations, website link,
ticket link, images, people



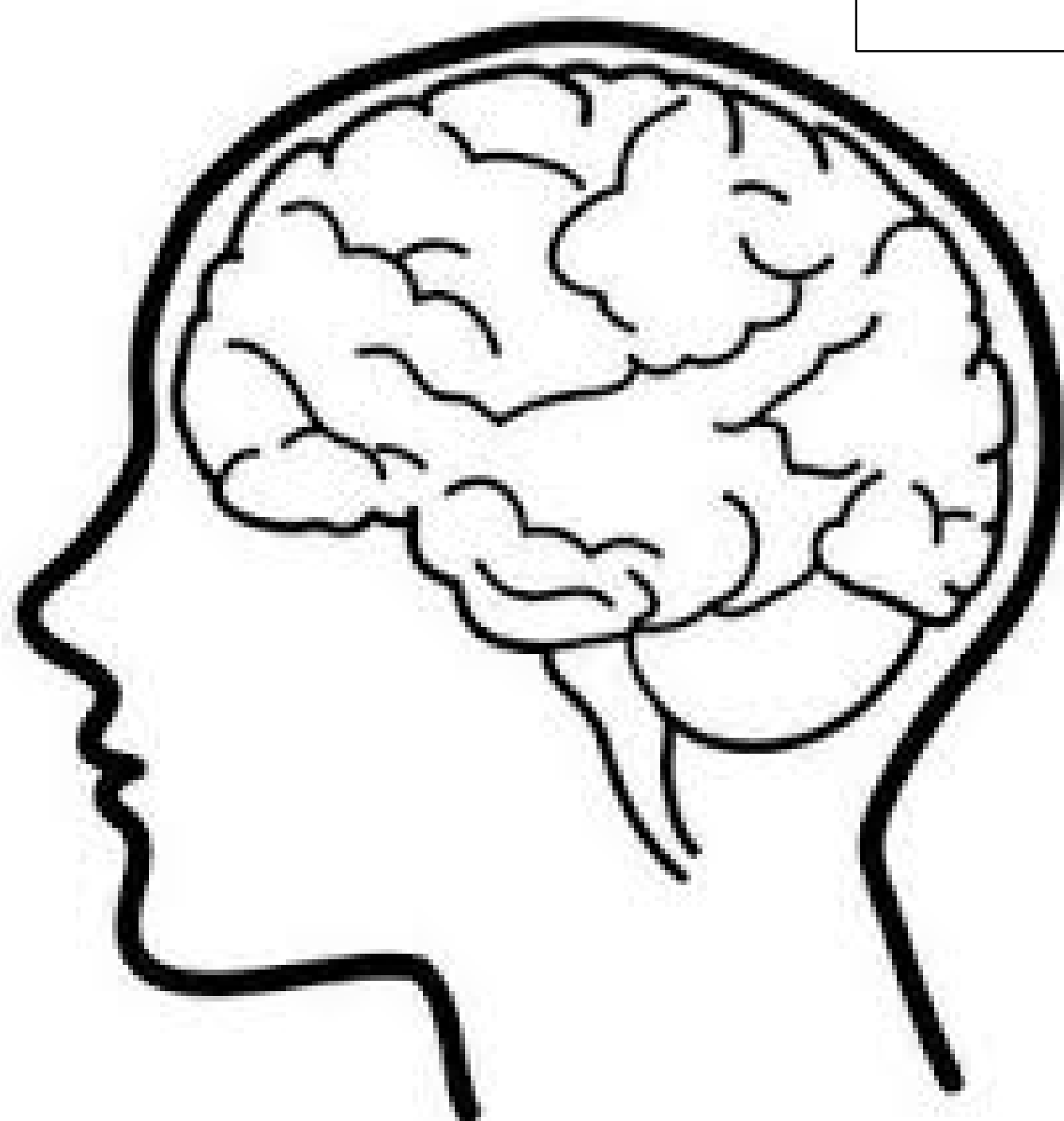
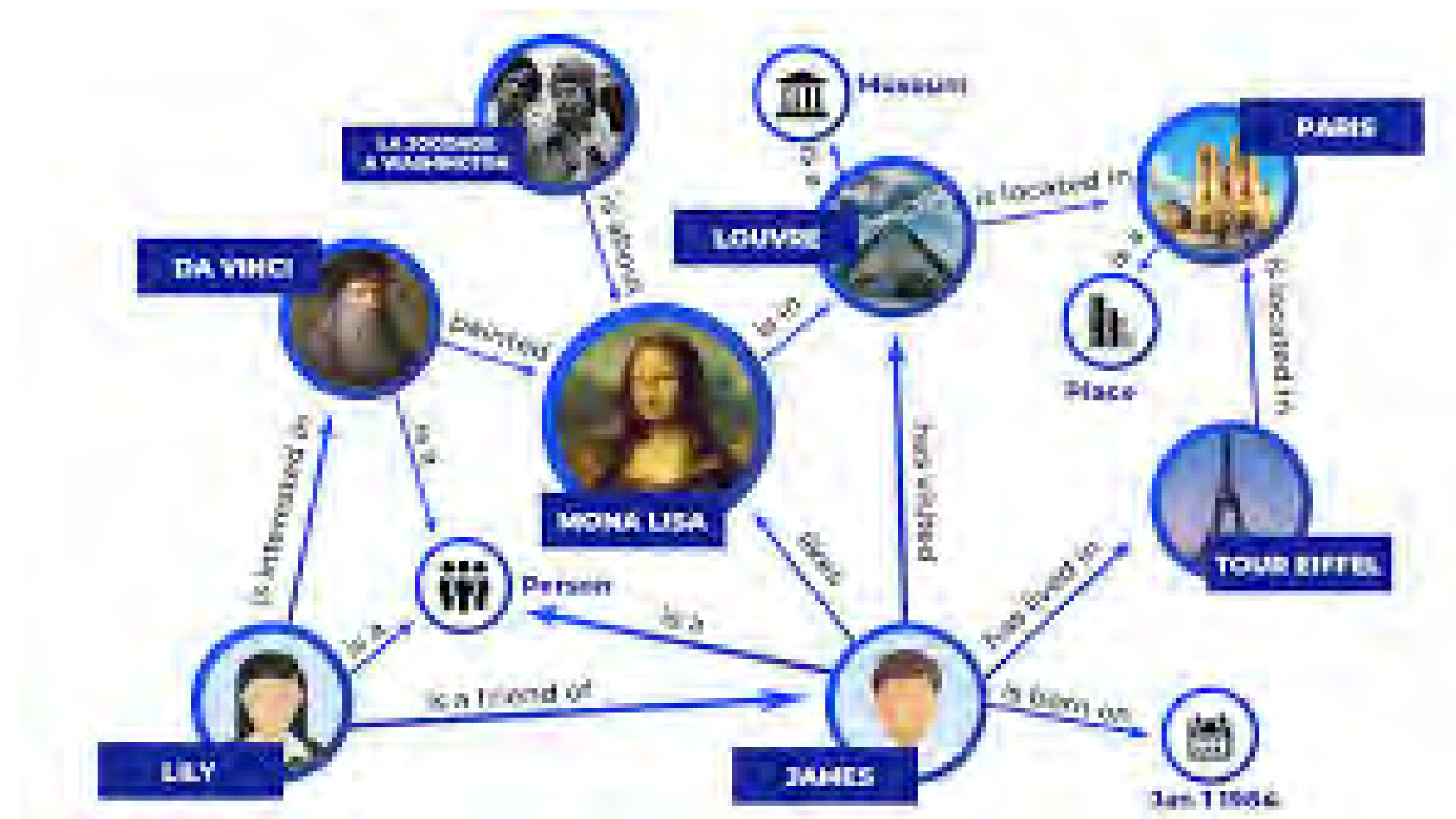


**culture
creates**

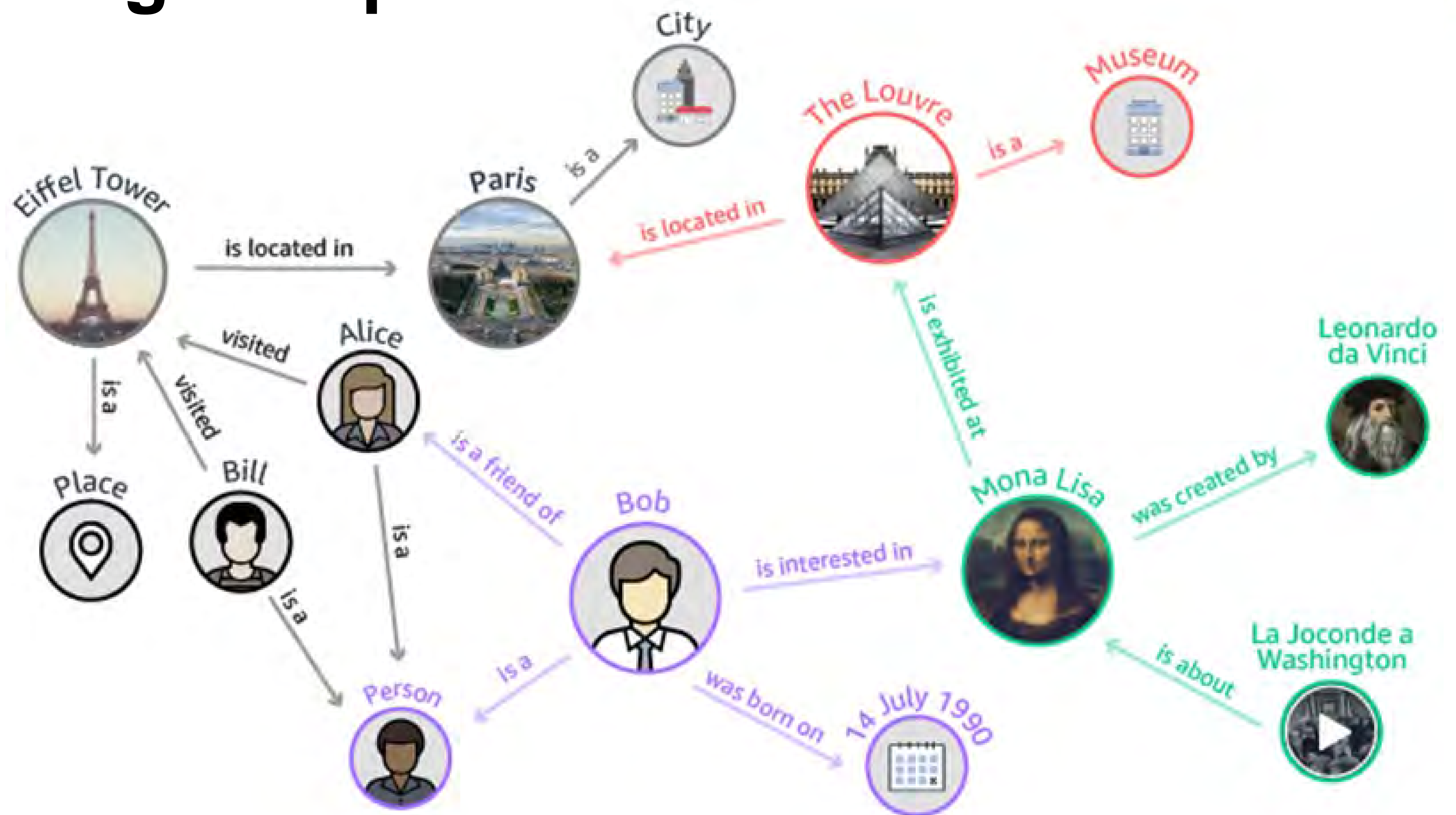




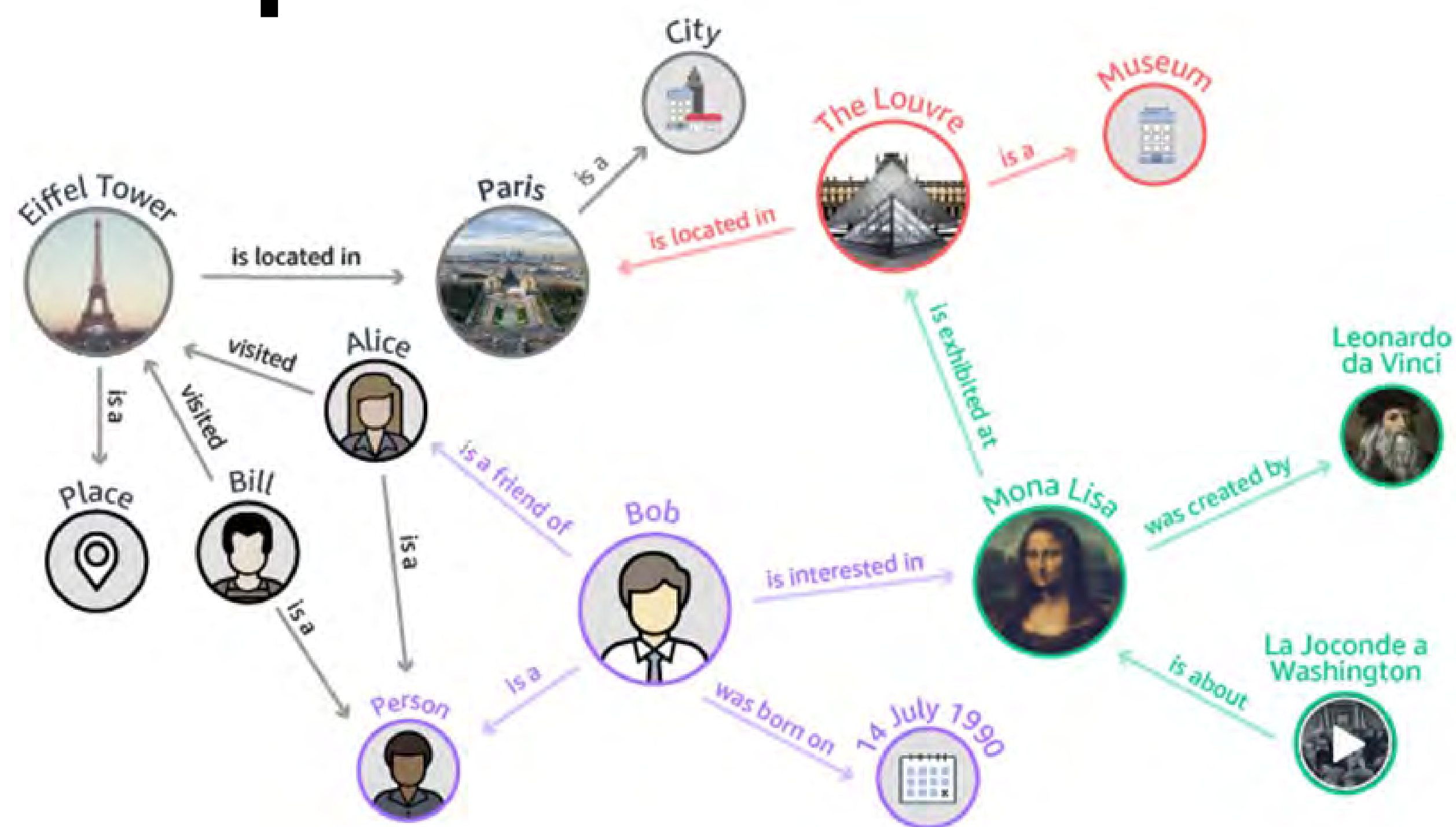




Knowledge Graph



Knowledge Graph



Superhuman librarian



RECAP

1. Messy library = Internet
2. Librarians = Search, AI, algorithms
3. Info. on book covers = Metadata
4. Index = Knowledge graph





National knowledge graph for the arts in Canada



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Taking Digital Action
in the Performing Arts

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Thank you

www.culturecreates.com

Have questions or comments?

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tammy@culturecreates.com

Caitlin Troughton
caitlin@culturecreates.com