

What's On in the Cairngorms National Park - Event Criteria

The What's On is a monthly publication published by the Cairngorms Business Partnership (CBP). It is a popular guide to events that is read by local residents and visitors to the area. It serves as a platform for advertisers to reach both the local and visitor markets. Advertising within each edition is taken and paid for against a preset rate card. For information on advertising please contact our office on 01479 810200.

Events can be added online using our registration form available at www.visitcairngorms.com/eventregister?record=new

The CBP will at all times endeavour to list events of interest depending on space availability within the magazine. To help clarify the definitions we apply to events and activities we follow the guidelines below when compiling each edition.

The following overall criteria are undertaken by the CBP and are set against information and request to list an event:

1. An event is seen to be a one-off occasion.
2. An event is not an element of a business's ongoing activities that attracts a fee or entry price.
3. All events are listed at the editor's discretion; some events which are considered to be of particular interest to visitors or which enhance the reputation of the area, but do not fit all the above criteria, may be approved.

New for June 2015

If your event meets our criteria stated above then you will receive a basic FREE listing in the guide which will include the following information: EVENT TITLE, VENUE, VILLAGE, TIME, TEL No & WEB ADDRESS.

If you wish to include a description or more information regarding prices and times then paid for event advertising is available. If you are interested in booking an event advert within the guide then please contact Jenny.sime@visitcairngorms.com for more information. *Please note that full details of your event will still be shown on our online calendar for FREE if it meets the above criteria.*

Each edition of the What's On magazine has three categories of event listing:

- **Events of Interest:** are categorised as events which run over more than one day. (e.g. an artist's exhibit, walking festival, music festival.)
- **Calendar of Events:** This is the main events listing section. Events of interest are shown on a daily basis in sequence of the calendar month.
- **Every Day Events:** allows the CBP to list events that occur on the same day each week i.e. every Monday, every Tuesday etc. This section offers the opportunity to list music or activities which happen on a weekly basis and which are relevant to tourists and/or locals. Music in a pub is not an event as such but it is entertainment which a visitor or local likes to be aware of. If events happen 3 Thursdays out of 4 in a month they will be listed under this section to save space. This area will not carry regular ongoing business activities. Repeating them under the calendar uses a lot of space and this space costs money.

Editorial: the CBP have final editorial rights on the content, layout and presentation of the Whats On magazine. We will at all times endeavour to accommodate request for listings.

The main aim of the magazine is to provide readers (visitors and locals) with as good and informative a picture as possible about what is happening across the Cairngorms National Park. We receive event and business listings from a wide variety of sources and the information is only as good as what we are given. The CBP accepts no responsibility for errors or omissions on material and information printed in the What's On.

If you have any further questions please contact Jolene or Sarah, E: info@visitcairngorms.com T: 01479 810200