



## Want to be sure that What's On Reading is the site for you and your events?

**whatsonreading.com** is a listings guide for arts, culture and heritage in Reading. The site lists events of all kinds – gigs, concerts, festivals, exhibitions, classes, talks, walks, recitals, workshops and everything in between.

We want this site to be as open and as “complete” as possible, but if you’re not sure if it’s the right place for you or your events, hopefully this guide will help.

### Events and activities

For an event to be listed on the site, it must fit into at least one of our 19 genre categories, listed here with some examples for each:

- **Art & Exhibitions** - art exhibitions; art & craft workshops/classes; art & craft fairs/markets;
- **Cabaret & Variety** – magic; circus skills/events; burlesque; drag nights; stage hypnotists;
- **Children** - events/workshops/courses aimed specifically at children
- **Classical** - classical music; orchestras; choirs; ballet; opera; concerts and concertos
- **Comedy** - stand up; improv; sketch comedy; comedy plays/productions
- **Community & Networking** – arts/culture/heritage community events; awards ceremonies; meet-ups; workshops and seminars
- **Dance** - dance classes/workshops; dance performances (all styles and genres)
- **DJ & Clubbing** - DJ events; club nights
- **Family-friendly** – any event that is fun for all the family to enjoy (as opposed to being one specifically *for* children)
- **Festivals & Special Events** - all-day festivals; multi-day/site festivals; one-off special events; annual events/celebrations
- **Film** - film screenings; film workshops
- **Food & Drink** - beer/whiskey/rum etc. festivals; food pop-ups; specialist food markets; food-centric events; cocktail nights
- **History & Heritage** - events at museums; historic recreations; events that celebrate heritage; events that celebrate history; events/classes at heritage sites
- **Interactive & Games** – Escape rooms, role-playing games, board game nights, quizzes with an arts/culture/heritage theme, video game-related events, VR experiences
- **Music** - live music gigs and concerts; open-mic/jam nights
- **Natural Heritage** – zoology talks; events that celebrate or explore local natural sites;
- **Theatre** - stage plays; stage musicals; theatre classes/workshops;
- **Spoken & Written Word** - poetry; talks; lectures; book and literary events; author signings;
- **Tours & Walks** - historic walks; walking tours; guided tours; river tours

*There is also a genre tag **Online** to be used for virtual/online events, alongside the other relevant genres.*

There are inevitably more examples, and there will be plenty of events that cross multiple genres (an opera is both “classical” and “theatre” while a singer/comedian like Mitch Benn would sit under both “music” and “comedy”), but this should prove a suitable guideline for the kinds of events we’ll include.

We may also occasionally include events that don’t individually fit this description if they make up part of a larger arts, culture or heritage project or festival. Editorial discretion will apply in some cases.

## **Partner organisations**

We welcome event listings from organisations of all kinds. Our list of Partners includes arts and heritage organisations of all shapes and sizes, from professional theatre companies to independent dance classes, from historic heritage sites to eclectic local venues. But it also includes community associations, charities and national companies that bring events to Reading.

It doesn’t matter if you put on one event a year in Reading or 20 events a month. Big or small, professional or voluntary, local or not-so-local. Who you are is less important than the events and activities you put on.

## **Location**

The site is designed to promote events in the greater Reading area. This is not limited to the Borough of Reading but your venue, organisation or event needs to publicly define itself as being ‘in Reading’.

## **Any questions**

If you’re still not sure if this is the right platform for you, or if you have any questions or queries regarding anything mentioned here, drop our web editor Damien Passmore a line at [damien.passmore@reading.gov.uk](mailto:damien.passmore@reading.gov.uk). He’ll be happy to chat over email, over the phone or meet up in person if you like.