

YEAR OF STORIES 2022 INDUSTRY WEBINAR | Q&A

THURSDAY 9 SEPTEMBER 2021

Question: When will applicants who applied for Year of Stories 2022 Open Events Fund hear a decision?

Answer: We are currently working through the assessment process for the Year of Stories 2022 Open Events Fund, and we are aiming to let applicants know the outcome of their applications before the end of October 2021.

Question: When can I start sharing information about the Year of Stories 2022?

Answer: [Our industry toolkit is now live](#), so we're encouraging businesses to start talking about and planning their activity for the Year of Stories 2022 straight away! Although the Year of Stories doesn't officially start until 1 January 2022, we've released our assets already to help you plan for the coming year.

Question: Will there be any competitions likely to be run to promote #YS2022 where you may want prizes donated from businesses?

Answer: We're delighted to hear that you're keen to get involved with the Year of Stories! We don't currently have any plans for a competition, but it's certainly something we will discuss and keep in mind for our upcoming activity.

Question: When can I start using the logo and the hashtag?

Answer: You can start using them now, as we are encouraging everyone to get involved in the pre-promotion for the Themed Year ahead of it starting on 1 January 2022. You can get involved at any point, whether it's just now or midway through 2022.

Question: How can we get involved in the marketing activity VisitScotland is doing for the year?

Answer: The marketing campaigns for 2022 are currently being scoped out, so we will share more detail once plans are confirmed. We will endeavour to promote a wide range of attractions, experiences, tours and other relevant businesses within our marketing and communications activity, so look out for more detail about our Year of Stories 2022 marketing campaigns and how you can get involved. We will monitor social media activity using the Year of Stories hashtags (#YS2022 and #TalesOfScotland) and look to share relevant posts on our channels where possible.

Question: What funding is available as part of Year of Stories 2022?

Answer: The funding opportunities are specifically related to the Events programme. The [Community Stories Fund is accepting applications until 1 October 2021](#), then a second round of funding will open on 24 January 2022.

Question: Where do I find out everything that's going on?

Answer: We will shortly be launching a landing page for our Year of Stories 2022 on our consumer website VisitScotland.com. The link to this landing page will be added to [our Year of Stories 2022 marketing toolkit](#) once it's live. Through that webpage we will be promoting the events programme, special tours and a host of other visitor information.