



## MARKETING AND PUBLICITY GUIDE

This guide is designed to assist you through marketing and publicity processes for your event.

For many festival & event organizers limited resources and limited people means that most attention often goes toward producing the event itself at the expense of a marketing and publicity effort.

It is strongly recommended that you start your marketing well in advance of the event and that you dedicate equal time to marketing your event as you do to creating it.

### 1. Marketing

#### Basics

Marketing is everything that you do as an organizer to create an interest with your potential audience. It is the art of making people want what you are offering.

Why do I need to market?

- To create knowledge and excitement about your event
- To maximize the number of tickets sold
- To raise the profile of your event, performance or artists.
- To form connections with like-minded peers and potential networks
- To place your event in front of potential partners and sponsors
- To prepare you for future projects that you may be contemplating.

#### Preparation

It is important to establish your marketing objectives early.

Define this clearly and use this to create a clear and consistent message that carries through all of your marketing (and publicity) materials. Consistency is the key.

Ask yourself:

- What will make people attend my event?
- What elements of my event would attract potential audiences?
- Promotional flyers and posters – when will you print them?
- Graphic designer – will you use one?
- Photographer – do you need one?
- Publicist – will you engage your own or go it alone?
- Advertisements – how will you advertise? How much will they cost?
- Target audience – how can you reach them?
- Media outlets – which of these outlets will be most interested in your event?

Nominate someone from your group to look after the media campaign. The spokesperson will be both the press and marketing contact.



## Target Audience

It is best to define your audience as much as possible as it will focus your efforts and resources.

- Where does your audience work and live?
- Why will they be interested in attending your event?
- What is their age group? What is their cultural background?
- How will they find out about your show?
- What is the audience profile, reputation and style of your venue?
- What is the time of your event and the cost of tickets?

## Marketing Partners

You have at least two key partners in making your event a success.

### **Partner 1: the artists.**

Having the artists you work with completely involved in the success of the project and owning the responsibility of selling it is one of the best things you can do to ensure your show is a success. The number one reason people will decide to see your show is that they feel some kind of personal connection to it.

- Put artists's names on advertising.
- Credit them on your materials and on your website.
- Create a Facebook event and make sure they are all listed on it
- Give them the resources they need to get the word out, whether it is print materials or electronic.

### **Partner 2: other shows happening at the same time.**

There may be other events that can potentially share resources and audiences.

Try handing out flyers to audiences as they leave a show, or creating a Display ad, banner or poster that lists all your artists.

There may well be a greater impact if you work on your marketing together.



## 2. Publicity

Publicity means media coverage for your show. When done effectively it will be able to increase the promotion and level of awareness of your event.

There are a few main reasons why publicity should be harnessed.

- to recruit your specific target audience
- to gain profile and recognition for your artists as well as organizers, sponsors, etc..
- to send your message out to a wider audience that you may not be able to reach personally.

The mediums of publicity include newspapers, radio (mainstream and community), TV (mainstream and community), and the worldwide web.

Remember, print needs strong images so this is where photos can help. Preview versions in low resolution first.

### Logo, Artwork and Printing

The part of the visual identity that will sell your show to the punters is your art work.

- Make sure you create a strong logo and flyer design.
- Use it as your brand across whatever you are doing.
- Ensure it can be your calling card and it is as professional as your event.

### The Blurb

This is a short piece of copy that should encapsulate everything about your event and convince the reader to attend.

- Make sure your blurb contains details about your story.
- Don't just rely on accolades, awards, etc.
- Hear how other people describe the event and then look for commonly used words.
- Visit other festival sites or ticket sales websites. Which shows do you not want to see? Why?
- Examine what's working to attract you and more importantly what's not.

### Photography

The first piece of photography should be an early press shot. Come up with a creative, striking image that represents your event – think of something that will express your event's identity and stand out.

Energetic, strong and original images are a powerful tool.



High resolution photos are required for sharp reproduction in publications otherwise the printing quality is very poor.

#### **Profiles, interviews:**

Dimensions 5" x 7" 1500 x 2100 pixels,

File formats jpg, eps, tiff or psd (at a resolution of 300 dpi) or an original Adobe Illustrator (ai or eps) min. 800 KB for jpeg

#### **Announcements online:**

Dimensions 2" x 3" 600 x 900 pixels

File formats jpg, eps, tiff or psd (at a resolution of 300 dpi) or an original Adobe Illustrator (.ai or eps) min. 175 KB for jpeg

### **Printing and Distribution**

If you plan to distribute posters and flyers bear in mind there are certain laws and regulations that you have to follow. It is illegal to put up posters and distribute a large number of flyers without a license, therefore make sure you get permission before you start.

- Respect other people's properties.
- Ask for permission beforehand when you hang posters or when you distribute your flyers.
- Do not place your posters in the vicinity of people's private property (e.g. on the walls outside their home)

### **Social Media**

The most essential thing in marketing your event is maximizing all opportunities online. Have a strategy that links your online endeavours. Update content regularly and speak to your audience in a timely and logical fashion.

**Facebook** - Building a Facebook page and maintaining it is one of the best marketing strategies. It empowers your artists and friends to help you promote your event. By creating a page instead of a group your posts will be published in your fans' mini-feeds, keeping you on their radar and attracting new fans.

**Twitter** - Become a tweeter. It is one of the fastest growing success stories in the online space.

**Blogging** - This is a good way to get some current content to your audience. Communicate with and promote other events or happenings in your area as well as your artists.

**Email** - Consider an **email database** that not only encompasses your friends but expands to include interested audience and industry members.

- Email contacts an e-flyer of your event.
- Ask them to pass it on and spread the word.
- Send all your friends and families details of your show a few weeks before it opens and another closer to the event.
- Ask people to sign up to your mailing list when they arrive at your event.



**Flickr and You tube** provide an audience and are useful for hosting content you can imbed elsewhere.

- Be sure to share the link on your other social media pages.
- Take photos of your rehearsals interview the participants and video it.

## Writing a Press Release

You'll need to generate Press Releases in order to create publicity.

The purpose of these is to create an angle for media to generate a story.

Keep it to a single A4 page and lead with the most important information.

The media want facts and figures, famous names, awards, news and the unusual.

Include positive press quotes, a synopsis of the show's content and any newsworthy details.

Keep it simple.

Play up any topicality and keep in mind the needs of the publication and your target audience.

Make it a word or similar text based document, NOT a PDF (the media don't want to have to re-type and errors can occur in transcription).

Use "bcc" in sending press releases so the media don't see who you are sending it to and as a legal privacy requirement.

Remember to include:

- The title of your event
- What the event is about
- Dates, times and venue/s
- Who is involved
- Why should the audience be interested
- Ticket prices and details for purchasing tickets
- Your contact name and phone number (for media)

## Press Release hints

- Start Early – give yourself and your publicist time to place the stories
- Vary your approach to suit the medium – one style doesn't fit all.
- Great photos – quality promotional and production shots will double your coverage. Not posed shots but dramatic, powerful or funny 'moments'. High res (300dpi) for the press + low res web versions (72dpi)
- Invite opening night guests and press
- Give away tickets judiciously. Give away a few complimentary tickets in exchange for coverage
- Invite reviewers.
- Cross promote. Performers themselves are keen consumers of arts

## Press Kits

You need to have a basic Press Kit at least one month prior to event so that the media will have enough information to publish your story.



*Bear in mind some publications have long lead times*

Your Press Kit should include the following:

- Press release – 1 page max is preferable
- Biographies of major performers, writers, directors, designers, etc.
- Synopsis
- Past reviews or press quotes
- Background on your organisation/company
- Photographs – high resolution photographs will be required: JPEG images, in 300dpi, with a file size no larger than 1MB (so it can be sent through to emails more quickly)
- If possible: DVD or CD with excerpts representative of the event. It can be in form of MPEG files for show reels or electronic sound-bites for music.
- Provide links to You tube, website, blog, etc. when necessary
- Create Press Kits that are interesting and unique so it will grab the attention of the media and your event will be more likely to be reviewed.
- Prepare your Press Kits in either electronic or print format. Most media will be happy to receive an electronic Press Kit but confirm this with the respective media outlet as they may prefer more traditional hard copy Press Kits and some journalists cannot accept large files attachments.
- Never send large emails with multiple large attachments unsolicited.
- An introductory email is best followed by the more detailed kit when requested.
- Make sure that all your information and images are on a CD or DVD so they can be duplicated.
- Include your contact details and up to 3 high resolution pictures in JPEG format, at 300dpi, and no more than 1MB in size – portrait and landscape.

**BACK UP EVERYTHING!**