



## Live Arts at the Heart of Your Community

# PROMOTER MARKETING GUIDE

We have put together this short guide to help you promote your events in your community. We are here to support you so please do give us a call if there is anything we can help you with.

### GET IN TOUCH

You can call us in the office on 01892 457635, we would love to chat to you so do contact us! Or you can email [marketing@applause.org.uk](mailto:marketing@applause.org.uk) with any marketing, press or promotion queries you may have.

### WHO ARE WE?

**Applause Rural Touring** is an Arts Council National Portfolio Organisation based in Tunbridge Wells, and we work in and with local communities across Kent and Sussex to provide affordable, challenging and inspiring performances that can be enjoyed in familiar places.

Applause is committed to commissioning and facilitating artists and companies to make, produce and tour exciting new work across Kent and Sussex.

***We rely on you, our volunteer promoters, to help us to take live arts into the heart of your communities.***

### APPLAUSE ACCREDITATION

To secure future funding, and as part of our reporting requirements, we need to raise the profile of Applause, ensuring that audiences are all aware that they are attending an Applause event, and that promoters and artists are aware they are working in partnership with Applause.

As an Applause promoter, your terms and conditions state that you must credit Applause:

#### ❖ On Publicity Materials

Please ensure wherever possible that the following strapline is included on any publicity materials that you produce:

**'This performance is supported by Applause Rural Touring'** followed by our logo which we will send to you.

#### ❖ At the Event

Please make sure that you mention that the show has been supported by Applause Rural Touring in your introduction, or at the end of the event.

E.g. 'Thank you for coming, this evening's show *Think of England* by *Anonymous is a Woman* has been supported by Applause Rural Touring. Please do let us have your feedback on your way out and we hope to see you at another event here soon.'

## PRINT: LEAFLETS & POSTERS

*What will we do?*

We ask the performing companies to send you 250 leaflets & 20 posters (approx), and we will provide you with overprinted labels which include details of the venue and how to buy tickets, for you to stick onto the publicity materials.

*What should you do?*

- ❖ Does the poster sell the show?

Are you giving your audience enough information about the show to persuade them to buy tickets? Do ask us, we will often have more copy or quotes that you could use. Direct people to the Applause website, we have detailed event listings for each performance with venue information.

- ❖ Distribute the publicity materials as widely as you can. Here are just a few suggestions!

*Village Halls, Community Centres, Lamp posts, Bus Shelters, Cafes, Drop in Centres, Doctor and Dentist Surgeries, Local Shops, Hospitals, Libraries, Pubs, Arts Centres, Post Offices, Sports Centres, Schools, Churches, Council Buildings, Garages, Residential Homes, WI, Evening Classes, Insert into School Bags, Offices, Parish Noticeboards, Door Drops, Advice Centres, Garden Centres, Nurseries*

- ❖ On the day add TONIGHT stickers – make them as bold and bright as possible and add to posters around the venue as a last-minute reminder.

## WORD OF MOUTH

Your greatest asset as a promoter is yourself!

*What should you do?*

Word of Mouth is the best, and cheapest way of selling the show. Make sure you know exactly what the show is about, and who it will appeal to, then tell everyone! Speak to local acquaintances, key people in local groups, local school teachers, pub landlords. Also encourage people to talk about the show after the event, if people feel they missed out on a great night they might book next time!

## PRESS RELEASES

*What will we do?*

We will send a press release, with some show images, to relevant publications in your local area with details of the performance, the performing company, venue and listings information including location and how to buy tickets. We will send you a copy of this.

*What should you do?*

Local papers are always looking for interesting content, and information for their What's On pages. You can send in the show release or write one of your own focussing on your venue and your community – you could offer a free ticket for someone to review the performance, so you can make a relationship with a journalist for future events. Make sure you send the press release 2-3 weeks in advance for a weekly publication, or 5-6 weeks in advance for a monthly publication. Local papers often have free listings sections that you can email with brief details of your event. As well as

sending to media, send your event information to the local council, parish and local groups for inclusion in newsletters (printed or e-newsletters).

## ONLINE EVENT LISTINGS

*What should you do?*

There are lots of online What's On and event listing sites where you can post information about your event to help raise awareness and hopefully increase ticket sales. There is a list that we have started for your information at the back of this document, and if you search online you will find many more covering your local area. Make sure you include the date, time, venue, title of the show and a few sentences of copy describing the show, the ticket price and how to buy tickets.

## APPLAUSE WEBSITE

**Our website address is [www.applause.org.uk](http://www.applause.org.uk)**

*What will we do?*

We will make sure that every event is listed on the what's on page of our website, with venue details, and audiences can search by date or venue. The show listings are detailed, and often include press quotes or audience feedback, giving potential audiences a much clearer idea of what they can expect than the few details included on a flyer or poster.

*What should you do?*

Make sure that the Applause website address is listed on all publicity materials, and you can tell people to go to the website to find out more. If your venue has a website, make sure there is also a link to the Applause website.

## SOCIAL MEDIA

Facebook	Twitter	Instagram
• /ApplauseTouring	• @ApplauseTouring	• ApplauseTouring

We are always looking to raise the profile of Applause and our work, and you need to raise awareness of your event and sell tickets. Social media channels offer an excellent opportunity to do this.

Promoting your event on social media is a very effective way to reach potential audiences. If you are active on social media please make sure you tag us into any posts, so we can share and re-tweet to our followers, and the performing companies, to reach a wider audience.

Please also make sure you like our page and follow us, and we will do the same with your pages. You could also set up an event on Facebook and invite us to co-host.

A few tips for posting on social media:

- ❖ Try to post consistently and regularly, using images will help to reach a wider audience, ask us for show images.
- ❖ Try to vary the content of your posts – build interest around your event rather than always posting the same event details to sell tickets e.g. you could post photos of setting up the hall, do a countdown to the event, ask someone in the local community what they are most looking forward to about the performance, ask a question to someone in the performing company.
- ❖ After the event it is important to keep the conversation going with your audience for future events, so ask for feedback, and post pictures of people enjoying the event at your venue.
- ❖ Like event websites, there are many Facebook what's on sites where you can post information about your event. Click to join on Public Groups, then you can post into the community section or comment in a group discussion.

If you are new to social media, it is easy to get started. Here are a few links or you can contact us, and we will be happy to talk you through getting set up.

Click [here](#) to find out how to use and set up a Facebook account.

Click [here](#) to find out how to use and set up a Twitter account.

## PHOTOGRAPHY

We are always looking for photographs of audiences enjoying Applause events to use for publicity purposes. We have included a **photography disclaimer** in this pack and you were also sent a copy with your contract. Please print it out and stick up where it is visible in your venue, or put onto your ticketing table, and if possible please take some photos and send them to us.

## EVENT EVALUATION, AUDIENCE FEEDBACK AND DATA

To secure future funding and as part of our reporting requirements, it is very important that we find out more about audiences.

- ❖ Please get any anecdotal audience feedback that you can, either by talking to people in the interval or as they leave, having a flip chart up at the back of the Hall for people to write comments on, or by encouraging them to interact with us on social media.
- ❖ You will be sent audience surveys to distribute, **please do encourage people to complete these for us**. It includes important audience data profiling information that we need to supply to our stakeholders and funders.

***We wish you every success with your event!***