

Host Marketing Guide

We're so pleased that you have chosen to host a show with Applause. We rely on you, our volunteer hosts, to help us to take live arts into the heart of your communities.

We have put together this guide to marketing to help ensure the success of your event. We are here to support you so please do give us a call if there is anything we can help you with.

Contact Details:

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 with any marketing, press or promotion queries you may have.

Some definitions:

Venue - the place where the show will be performed

Host - you, the person hosting the show

Applause - the touring scheme

Company - the performers

Eventotron - the event management system

applause

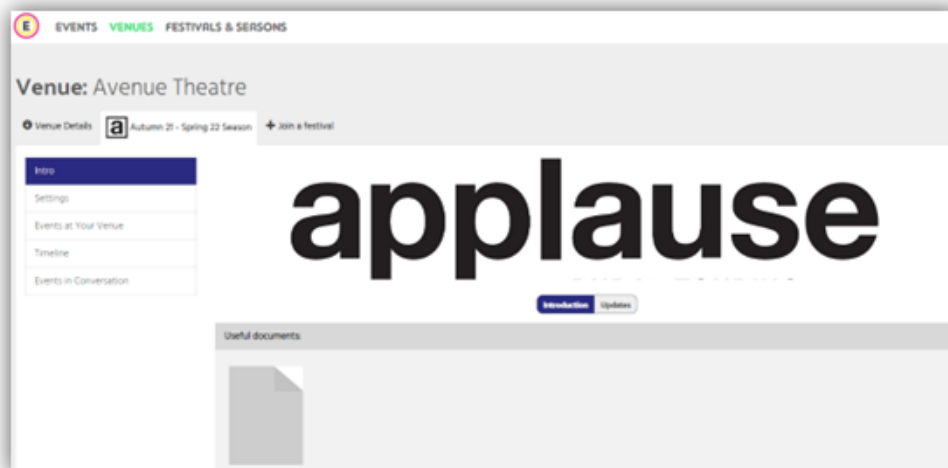
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Marketing Assets

Below is a list of the assets we will provide you with to assist with the marketing of your show and suggestions for promotion. We have provided a more detailed description of each element later in the guide.

You will find the below on [Eventotron](#) in the [Useful Documents](#) folder:

- **Menu of all shows**
- **Applause logos and brand guidelines**
- **Photography disclaimer form**



At-a-glance steps for marketing your show

What we will do:

- Ask the Company to send you posters and flyers
- Provide overprinting with your specific show details for posters and flyers
- Feature your show in our monthly social media What's On posts and email
- List your event on our website

We suggest that you:

- Spend as much time, if not more, selling the show as arranging it
- Use word of mouth
- Distribute print as widely as possible
- Use social media (Facebook, Twitter, Instagram)
- Set up a Facebook event and share it far and wide
- Supply information to all local websites and papers that have an event listings section
- Contact local interest groups

A note about crediting Applause on marketing materials

Applause loves being able to provide shows to you at a subsidised rate. To secure future Arts Council funding to enable us to continue to do this, we are required to ensure that audiences are aware that they are attending an Applause event.

Therefore, as an Applause host, your terms and conditions state that you must credit Applause in all marketing materials.

Please tag us on social media when you are promoting your show. Applause is on Facebook, Twitter and Instagram and our handle is **@applausetouring**.

Please make sure that our supplied logo is used on any printed marketing materials or press releases that you produce yourself, along with the sentence - **This performance is supported by Applause.org.uk**

PHOTOGRAPHY

We are always looking for photographs to use for publicity purposes. Please send us any photos you take of the audience enjoying themselves, the performers backstage, rehearsing and during the show.

We have included a **photography disclaimer** on Eventotron. Please print it out and stick up where it is visible in your venue, or put it onto your ticketing table, and if possible please take some photos and send them to us along with the photos.



Marketing in more detail

WORD OF MOUTH

Your greatest asset as a promoter is yourself!

What should you do?

- Word of mouth is the best and also the 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!
- Be positive and enthusiastic: *"The show is great; Applause only offers the best."*
- Speak and create a 'buzz' – with local acquaintances, key people in local groups, teachers, and public places.
- Sell the night as an 'occasion'. If you have a bar or refreshments, remind people they can come and be social.
- Encourage people to talk about the show after the event, as if people feel they missed out on a great night they might book next time!



PRINT: LEAFLETS & POSTERS

The company will supply you with 20 x A4 posters and 250 x A5 flyers. You will receive a publicity form asking you to state what information you would like on the overprinting. Once we have received this we will create and send them to you in the post.

What should you do?

- Distribute the publicity materials as widely as you can. Here are just a few suggestions: village halls, community centres, 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 (children's shows), offices, parish noticeboards, door drops, advice centres, garden centres, nurseries. Please make sure you ask permission before placing print in any of these places.
- Many businesses such as pubs and hotels will already have flyer racks so ask if you can pop the flyers in there yourself.
- Take posters down after the event. It is polite and leaves a gap for the next one.

HAND TO HAND FLYERING

- Hand to hand flyering can be an effective way of encouraging locals to attend your show. If you are time-poor yourself, you could organise a flyering team. You may know someone locally that would be happy to receive a cash payment for an hour or two of work. Perhaps a volunteer from your venue may be happy to give up some of their time to do this?
- We suggest selecting a busy area with high footfall, perhaps your local parade of shops at the weekend or outside an event such as a car boot sale or fete?

SOCIAL MEDIA

Promoting your event on social media is a very effective way to reach potential audiences.

What should you do?

- If you have a personal Facebook account, if you are happy to do so, click to join local public groups or community forums. You can then post about the upcoming event in the group. Posting from your own account can give the promotion a personal touch.
- If your venue is not already on Facebook, set up a Facebook page or group for the venue. Click [here](#) to find out how to use and set up a Facebook account.
- Once your venue is on Facebook, set up a Facebook event. A Facebook event is a calendar-based resource which can be used to notify users of upcoming occasions. Events can be created by anyone, and can either be open to anyone or private.
- Share the details of the event on social media. Please make sure you tag Applause in 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. Our handle for all social media channels is [@applausetouring](#)



- Like local event listings pages on Facebook. There are many of these where you can post information about your event. Research these for your local area.



A few tips for posting on your venue's social media accounts:

- Try to post consistently and regularly, using images and videos will help to reach a wider audience.
- 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. share the companies video trailer if they have one, post photos of setting up the hall to sell some last minute tickets, do a countdown to the event, ask your followers what they are most looking forward to about the performance.
- Run a contest - You could run a competition to win free tickets to your event, where people share/retweet your event/post (ensure you've thought this through and that you will be able to choose a winner in a fair way).



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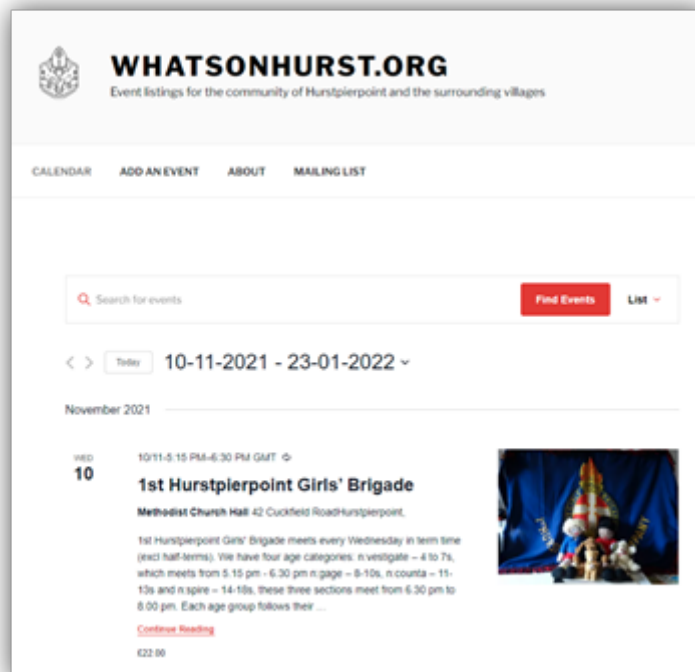
ONLINE EVENT LISTINGS

There are lots of online what’s on and event listing sites where you can post information about your event. This will help to raise awareness and therefore increase ticket sales.

What should you do?

If you search online you will find the sites covering your local area. Make sure you include the date, time, venue, title of the show, image and a few sentences of copy describing the show, the ticket price and how to buy tickets. The show images and descriptions will be available to be downloaded via Eventotron.

Here is an example of a local What’s On listing website



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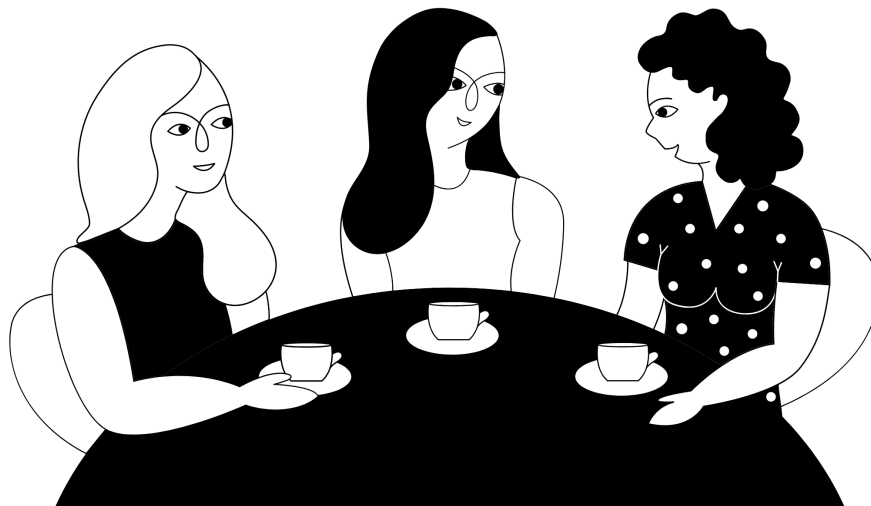
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f @ApplauseTouring t @ApplauseTouring i @applausetouring

CONTACT LOCAL INTEREST GROUPS

What should you do?

- 6-8 weeks before your show – research any organisations or individuals you can find, or contacts you have in the local area, who have a thematic link to genres covered in your show.
- Contact them and ask if they can help you spread the word to their contacts via email and social media, and / or put up a poster and some flyers in their venue. The personal touch works well, i.e. personalised email contact with a follow up phone call. Be confident, warm and friendly when you ask for help.
- Tailor each message to the individual and personalise it. If your show has some niche interest, or a particular angle or theme, look for relevant local groups online. For example, for children’s shows could you contact the local school to be mentioned in their end of week newsletter? Could you contact the local theatre group? If your show has a feminist theme then perhaps contact local womens groups etc?





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TICKETS

There are a number of ways we can help you selling tickets, whether you choose to sell physical tickets by phone or email from a named contact, set up online ticket sales with Applause, or use a URL link to an external ticketing source.

If you require us to print tickets, please indicate how many on the publicity template that we will send to you.

We wish you every success with your event!

AT END

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