



Highlands & Islands Audience Development **CONFERENCE NOTES**

**AUDIENCE DEVELOPMENT CONFERENCE
18TH MARCH 2005, INVERNESS**

**BREAKOUT SESSION:
WHAT WORKS - MARKETING ON A SHOESTRING
DISCUSSION LED BY SANDY MAXWELL, NORTH EAST ARTS TOURING, AND
EOGHAN CARMICHAEL, HIGHLAND COUNCIL AND THE SUNART CENTRE**

Morning Session

Posters

- Promoters don't like posters supplied with tour listings – they need printable space for their own local date and details;
- Posters are best used as reminders, following a build up campaign of information.

General

- There are various forums to contact, e.g. traditional music at Footstompin Records;
- An up-to-date contact list for national media is needed as contacts change frequently;
- Working with a PR consultant should be recognised as essential by the LECs;
- It is essential to find a story-led angle in your press releases;
- It is good to find out who already writes articles and supply them with “ready made” stories;
- Some promoters use texting, and you should keep phone numbers with data capture.

However, receiving texts is not always popular especially with certain age groups;

- We need a better understanding of the data protection act (my note);
- Butelive has effectively used Royal Mail postcode drops - £500 for 10,000 addresses;
- Some charities may agree to include your information in their mail shots;
- Using “taster” information over a period prior to the event is effective, but make each approach different;
- Touring theatre companies should have press packs with reviews of their production;
- Use reviews of early tour dates in other areas to promote your showing of that production.

Some delegates mentioned the need for a combined arts marketing group for Argyll and Bute.

Afternoon Session

What are the usual methods of promoting an event:

- Posters
- Flyers
- Press releases
- Advertising
- e-mails
- websites
- on the night targeting

There is a recognised need for better quality posters from touring companies and bands (most promoters currently need to overprint), give promoters artwork and they can offer their own. Flyers with tour information and empty posters A3 posters too big, A4 best. Posters plus a 25 word description of the event Imagery very important (too much writing should be avoided)

Offers/Discounts?

Loyalty cards

Contact with B&B's etc. (posters, flyers and vouchers)

Websites/E-mail:

HI-Arts website a valuable resource, for what's on, venue finder, calendar

NEAT website also useful (User ID: NEAT, Password: lothario)

Mailing Lists:

Needs to be reciprocal

Remember mobile numbers

Join up with other organisations

Distribution:

Give flyers to other distributors (catalogues, charity collectors)

Talks:

Buckie Festival – involve local groups, participation essential, as is word of mouth.

On the night:

Front of House Package – personalised

A-Boards very effective

Touring van with company logo on side good idea (or magnetic signs on a hire van)

Posters wallpapered on to van

Sign with what has gone before (a listing of previous events)

Advertising:

Papers not keen to do a feature unless there are adverts taken out.

Timescale

Community radio, local newspapers

Editorial worked best if there is a human interest feature

e-mail press release