

# Publicity report for Indian Queen

November 2008

## Actions taken

- a) 5cm box advertisement in The Green (Archant) distributed on 24<sup>th</sup> Sept at cost £50 inc VAT (joe.dacruz@archant.co.uk)
- b) distribution of c 300 printed flyers
- c) flyers in local libraries
- d) circulation of details to email lists
- e) posting of notices outside venues
- f) details to 'Hounslow Matters' (020 8583 2183 hm@hounslow.gov.uk)
- g) 'concert diary' posting of details to this web site failed because I was unable to provide sufficient named soloists to satisfy it (www.concert-diary.com Password IDYLBSJ7K)
- h) details for local publication via Stan (cques@mail-com)
- i) Thames Valley Early Music Forum (Chris Hobson)

## Costs

- total costs were £77 inc VAT
- the Green £50
- photocopying £27

## Observations

- a) The Green advert would have been more effective if it had been displayed in the Arts pages rather than classified; whether this would have been possible at the cost is a different question
- b) costs for a hoarding advertising the concerts outside the venues were too expensive given that we were performing in three different venues
- c) design of flyers and notices was more difficult owing to the 3 different venues just because of the extra information needed in a compact space
- d) a longer planning period would enable more publicity to be undertaken at a measured pace

## Opportunities for the future

- a) quarter A4 sized flyers / post cards for distribution by all members (maybe 100 each) would be attractive and quite economic. These could be designed in house or designed and printed in colour professionally and go to friends, shops, in cars, along streets etc.
- b) an attractive large hoarding at the venue would probably be good value and attract 'passing trade'
- c) distribution to local choirs, choral societies, operatic societies, chamber music societies might attract audiences and also participants

Bernard Stevenson  
13<sup>th</sup> November 2008