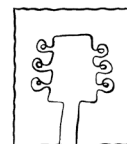


NEW ARTIST'S SCHEME

TIPS FOR PRODUCING PROMOTIONAL PACKS



• Worcester •
Classical Guitar Society

1. **Target your writing to your audience and keep to the point.** Who is your pack for? Is it for programming staff, the marketing or press staff or Box Office? Think about what these people actually need to know, and use your pack to answer these points.
2. **General points - think about including:**
 - A description of the concert programme
 - Details of previous any previous relevant work and appearances
 - The running time
 - The target audience, including age range
 - Selling points to the audience; what the experience of watching the performance will be
 - Examples of any previous publicity material, such as leaflets or posters
 - Press and / or critical acclaim of the artist
 - Details of any education work or other extra that are attached to the production
 - The level of administrative, marketing and press support available
 - Any technical specifications
3. **For marketing packs, i.e.(meant for promoters) think about including:**
 - Background to the show and the artist (résumé or biography)
 - If the programme is obscure, information about what it is
 - A demo CD
 - Suggested target audiences
 - USP's (Unique Sales Points)
 - Sample marketing strategy
 - Box Office briefing sheet
 - Details of any education work offered
 - Full resolution publicity photos of the artist (studio quality if possible)
 - Thumbnail images*
 - Previous press acclaim for the artist
 - Sample copy
 - Sample direct mail letters
4. **For press packs (i.e. meant for venue press staff, or journalists), think about including:**
 - Media suggestions, i.e. angles for a story
 - Press release including high resolution publicity photos of the artist
 - Thumbnail images*
 - Biography or biographies
5. **No jargon.** Your audience won't understand or appreciate language that is impenetrable. Make all your copy-writing easy to understand - maybe ask a 'non-arty' person to help.
6. **Remember to add your contact details.** Often forgotten but essential!
7. **Format:** Have your packs available as both an email document and hard copies. If you are sending hard-copies, use folders and hard back envelopes to keep your masterpiece safe.
8. **Design should be simple and professional.** Include illustrative images if you have them but it is essential that they are of professional quality - absolutely no 'happy snaps'! If you have spell-check... use it!

**n.b. (Optional) A resourceful promoter should be able to adapt your high res studio photos for this. If you are not well versed in photo editing software, leave the technical side to the promoter, but it is an idea to decide beforehand which shots they should use and to have shots in reserve for just this purpose. Bear in mind most thumbnails finally appear no bigger than a postage stamp.*