

ADC Theatre and Corpus Playroom Publicity Guide

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Introduction

What is a Publicist?

The job of the Publicist is to ensure that your show sells as many tickets as possible, by engaging with your potential audience through as many means as possible – through flyering, the press and social media. It involves marketing your show in a way that allows it to stand out from the crowd of the rest of the plays on in Cambridge. To do this you need to be able to be clear about what makes your show unique, and to have an organised and detailed marketing campaign.

Consider that while approximately 50% of the tickets sold for a typical show at the ADC Theatre or Corpus Playroom are bought by students, the other 50% are bought by non-students, a market that is unfortunately often ignored by student Publicists. A good Publicist is constantly thinking of ways in which they can reach out to potential audiences that may not otherwise have been aware of the show: by writing an exciting Press Release, organising public promotional campaigns in Cambridge, and anything else they see as necessary to sell the show.

Anyone can be a Publicist, provided that they are enthusiastic, creative, and organised. Sometimes the show's Publicist also designs the posters and flyers for the show, while other times the Publicist is also the show's Producer or Assistant Producer. For especially large shows, the Publicist is by necessity a stand-alone job, since there's enough work for an engaged individual to do.

In many ways, being a good Publicist is the most important role in a show: it doesn't matter how ground-breaking and incredible a work of theatre is if no one comes to see it!

Advice on being a good Publicist

Know your show's market and Unique Selling Point

There's a lot of shows taking place in Cambridge during term time (at least six a week, in fact) so it's important that you come up with a way to make your show stand out from the crowd. You should have a central concept or **Unique Selling Point** in mind whenever publicising your show. Your show might have many things that make it unique, but it's useful to have just one primarily in mind so your marketing doesn't get confused and overcomplicated.

What might your Unique Selling Point be? It might be related to the **script**, perhaps because it's by a famous writer (Shakespeare, Beckett, etc.) or has won awards (*August: Osage County*). However, make sure to be clear when marketing on the strength of the script how *your* production is unique.

Perhaps there's a central **technical** or **aesthetic** element that makes your show stand out. Is your play the only one that term set in the 1960s? Or has your sound designer made an immersive soundscape for the Playroom? People can be as interested in what's going on behind the stage as what takes place on it, so don't forget you can use interviews with roles like Designers and Stage Managers to promote your show.



These are just a few examples to hint at the limitless number of possible Unique Selling Points for your show. Whatever that may be, consider then what **demographic** or **market** your show will appeal to. Especially with non-student audience members, many people only choose to go to one ADC or Playroom show every term, so what kind of people will choose to see your show?

Consider **age**: if your show is suitable for children then get in touch with schools because that's a reliable way to sell lots of seats at once; if your show appeals to an adult crowd then make sure that you're doing lots of marketing in public places rather than on social media that they might not check as frequently as students.

Consider **genre**: it should be clear in all aspects of your publicity, from your design to your marketing content, whether your show is a drama, comedy, musical, or something else. The ADC Theatre has a database of email addresses of people who have seen shows at our venues, so look on Camdram to see what shows are similar to yours and we'll be able to make targeted emails to customers who bought tickets to them.

Consider **groups** and **societies**: there might be ways that your show will appeal to a specific society that already exists in Cambridge. If the show is the first English translation of a Palestinian play then make sure you have contacted Palestinian and Middle-Eastern societies in Cambridge and Anglia Ruskin well in advance of the show; if your play is studied in the English Tripos then make sure to get in touch with the Faculty to see if there's an academic interested in doing a post-show discussion.

Above all, considering your show's market and Unique Selling Point is your opportunity to get creative so take these suggestions as a jumping-off point, and do what you like based on them!

What makes a good publicity design?

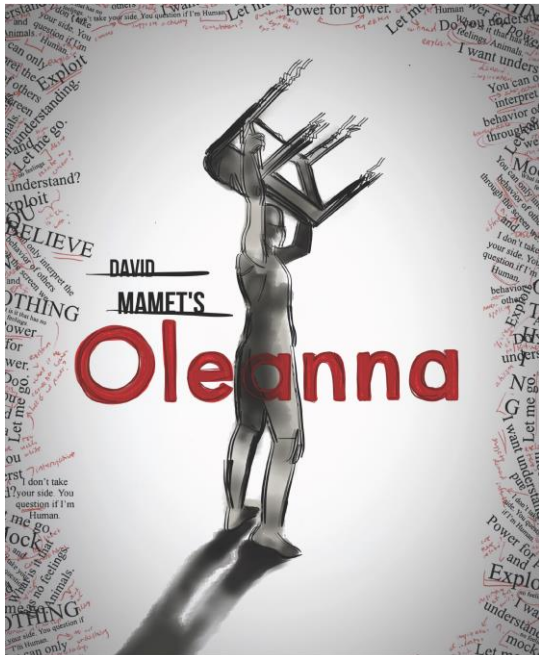
The vast majority of audience-goers will decide to see or not see your show based on a split-second glance at a poster, so a good publicity design is incredibly important!

Make sure to have a meeting between the Director and Publicity Designer where you decide what the central image will be to the publicity design: whether it will be based on a cast photograph or be designed from scratch is worth considering from an early stage.

If you're making the publicity design, make sure it has the right information on it. Some rightsholders are very specific about including certain details on all print publicity for a show (some going so far as specifying how large an author's name should be on the poster) so make sure to check this with the Producer. Consider what you can include that will make people want to see the show: if you don't include the author's name or a good review for a previous production on the poster design, someone who sees it on the street might not be interested enough to see the show.



Cambridge University
Amateur Dramatic Club



corpus
PLAYROOM

TUE 13 - SAT 17 JUNE 2017
7PM
TICKETS: £8/£6 (TUE £7/£5)
BOX OFFICE: 01223 300085 | ADCTHEATRE.COM
10 ST EDWARD'S PASSAGE | CAMBRIDGE | CB2 3PJ



This design for *Oleanna* illustrates one of the most famous moments from the show, and its aesthetic emphasises the importance of language within the play

Credit Marie-Louise James

As You Like It

by William Shakespeare



adc
THEATRE

TUE 4 - SAT 8 OCTOBER 2016
7.45PM SAT MATINEE AT 2.30PM
TICKETS: £14/£11 (TUE £12/£9)
BOX OFFICE: 01223 300085 | ADCTHEATRE.COM
PARK STREET | CAMBRIDGE | CB5 8AS



You can infer a lot about the show just by looking at the publicity design: the colour palette and costume choices suggest that this production of Shakespeare will have a light and summery touch.

Publicity designs with faces on them have also been found to sell more tickets than designs without faces.

Credit Lewis Scott

Your publicity design must have the show's banner on it, which can be downloaded at www.adctheatre.com/productionresources. The banner is in the form of a PNG file, which should be directly laid over the design, and not otherwise resized or repositioned. The banner can be made a different colour in order to make it stand out against the background, but all of the banner must be the same colour. This is to ensure that the



ADC Theatre's branding looks consistent across all the shows that we do, that all the information is legible, and that none of this information is cut off in printing.



This design has the banner in the correct place

Credit Lewis Scott



This design has an incorrect banner – it's been repositioned, resized and the logo is a different colour from the rest of the banner

Another important thing to do is to ensure that your design has the correct **bleed**. Essentially, printers can't print right up to the edge of the page, so what they do is print onto a larger sheet of paper and then cut it down to size.

To make sure that nothing important gets cut off from your design when printing, you should have the design continue for a further 3mm (known as a **3mm bleed**) on each side of the poster:



This design has the background continue on for 3mm larger than an A1 size, so there's enough of a bleed that nothing will get cut off in printing

Credit Thomas Warwick and Ed Banks

It's also worth having any text, logos or other important details kept another 3mm away from the edge of the bleed, to create a **safe zone** where crucial details definitely won't get cut off:



This design has a 3mm safe zone where we can see that major elements of the design won't get cut off. Adding up the width of the bleed and the safe zone, we can see that you shouldn't have major design elements less than 6mm away from any edge of the design

It's important to make sure that your design is in **CMYK format** (this means that it's displaying colours as they would be printed, not as they're being displayed on a computer screen), and that you have set the resolution of your poster to **300 dots per inch (dpi)** (computers display images at 72 dpi but you need to use a higher resolution when printing onto paper).

At the ADC Theatre we ask that all posters are A3 and all flyers are A6; this is so that the posters follow the Council's guidelines on what can be displayed in town and the flyers fit into our racks.

We don't encourage posters that are smaller or larger than A3 (because the Council asks for posters that are put on display to be A3) but we're definitely open to other kinds of **unusual print publicity** instead of flyers. This can be a good way to have your publicity stand out and previously we've had shows distribute business cards, bookmarks, playing cards and many other fun things. If you're interested in doing this then let the Production Manager know as soon as possible so they can create a banner that will work for the design.

How do I get great photos of my show?

Cambridge Theatre is renowned for its excellent production photography. All of these photos have been taken by fellow students, and having good production photos is key to a good publicity campaign. You might use one as the main image for your poster, and you'll definitely use them for promotion online, as well as sending them to journalists for preview articles and reviews.

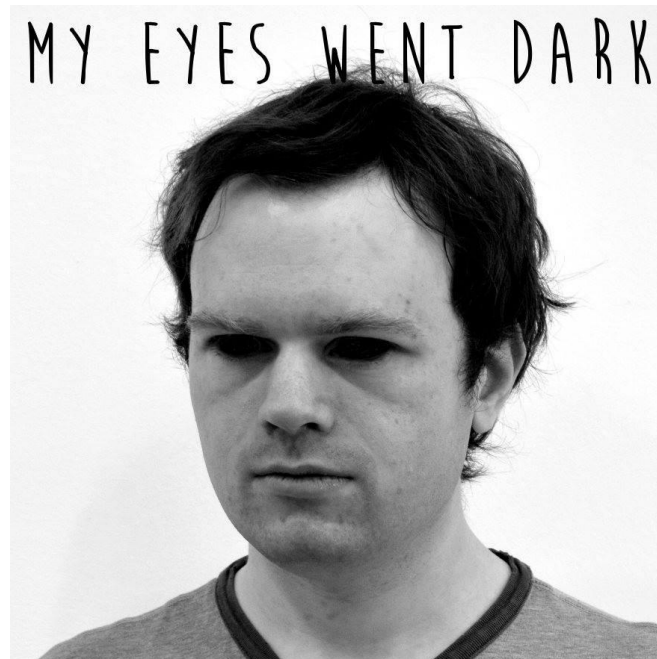
It's vitally important you find a production photographer early on in the production cycle. A great place to find photographers is the Cambridge Theatre Photography Facebook group (bit.ly/cam-theatre-photo). You should meet with your photographer early on and decide what you want photographs of. Make sure they feel part of the production team by adding them to your Facebook group, letting them know they're welcome at rehearsals, and arranging a complimentary ticket for them.

There are a few key sets of photos you'll want to take:



Credit:
Sheanna Patel

- **Photos of rehearsals.** These will be good to release online in the run-up to the show, and will help engage your audience. Photos taken by the cast on their phones can also serve this purpose. They feel personal, and given modern phones, they'll be reasonably good quality. But nothing can replace the great photos a production photographer can take for you.



Credit:
Oliver Jones

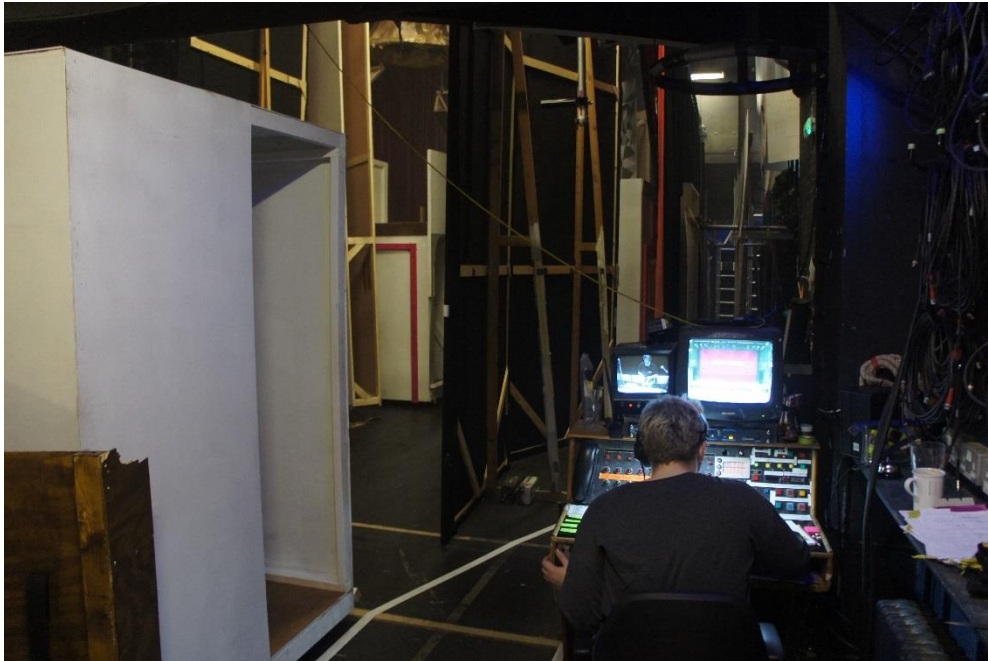
- **Headshots.** You should get headshots of all cast and crew to use as Facebook profile pictures, and for the programme (if you're an ADC Mainshow). Make sure the team change their profile pictures at the same time for maximum impact. 6pm on a weekday works well. Avoid weekends. Arrange a meeting (or group chat) with the photographer and the director to work out how you can make the headshots unique. Perhaps you could use interesting lighting, make up, or have the subject doing something more interesting than just staring into the camera.



Credit:
Benedict Flett

- **Dress rehearsal shots.** These are especially important, as they will be the only photos of what your show actually looks like on stage! Upload these photos to your Facebook event and make sure you clearly state who took them, as this is how student journalists find photos for review articles. Lots of delays in publishing reviews are due to late uploads of dress rehearsal photos, and unclear credits.

Make sure the director and photographer talk before the dress so they know what the important moments to capture are, if there are any set changes they need to be out of the way of, or of any scenes that the cast might be uncomfortable having photographed.



Credit:
Nick Harrison

- **Backstage photos.** Don't forget that it's a great idea to get photos taken of the backstage action as well as what's going on on-stage. This can provide a fascinating insight into the world of stage management, set design, costume design and all of the other aspects that go into making the show. Having photos of set, props and costumes being constructed in the lead-up to a show can be a great way to generate hype for a show, especially if the show in question is a technically ambitious one.
- You might want to have a separate photoshoot to promote your show, but this is entirely up to you. Be as creative as you like, and try and emphasise your **unique selling point**.

Remember, wherever you use a photo, you must properly credit the photographer! Headshots, any photos you put online, photos you send to journalists, programmes, and don't forget to give them a Camdram credit. There's nothing ruder than using photos someone spent a lot of time taking and editing, only to not give them the proper credit.

Where should you get your posters and flyers printed?

There are a lot of companies that are able to print posters and flyers, and the one you want to order from depends on whether you want to prioritise quality, speed, quantity and/or speciality printing.

Here is a round-up of some of the companies most frequently used in Cambridge:



- **Instantprint** (www.instantprint.co.uk)
 - Advantages – Cheap and has a quick turnover time
 - Disadvantages – Does not have an invoice account so cannot be paid for by the ADC Theatre

- **Solopress** (www.solopress.com)
 - Advantages – Cheap and has a quick turnover time, has an invoice account so can be paid for by the ADC Theatre
 - Disadvantages – Not as high quality printing

- **Printerbello** (www.printerbello.com)
 - Advantages – High-quality printing that can be paid for by the ADC Theatre, has a quick turnover time
 - Disadvantages – More expensive than the other options

These are just a few options and you're of course welcome to look for other companies that could print your publicity.

How many posters and flyers should you order?

The short answer is as many as you are likely to distribute: there is no point ordering 1,000 flyers to arrive a week before your show because the majority of them will not be distributed and will end up being thrown out.

Here is a rough suggestion of how many you might want to order:

Type of show	Number of posters	Number of flyers
ADC Mainshow	100	2000
ADC Lateshow	100	1000
Playroom Mainshow	100	750
Playroom Lateshow	75	500
One-Night Stand	25	Probably not necessary

Where can I put up posters in town?

In terms of outdoor display points for posters, the basic rule of thumb is that if a railing has posters for local shows and events already on it, then you're welcome to put your own poster up. There are a few rules imposed by the Council when displaying posters which you must follow, otherwise someone in a high-vis jacket will probably tear all of yours down:

- Don't put posters up in places that don't already have posters, or that only have posters for events happening in the building (this is the case for some of the churches, which have signs explicitly saying not to put up show posters)
- Never take down a poster for a currently-running or future show: this is immensely discourteous. Posters for shows that have happened are fair game to be replaced.



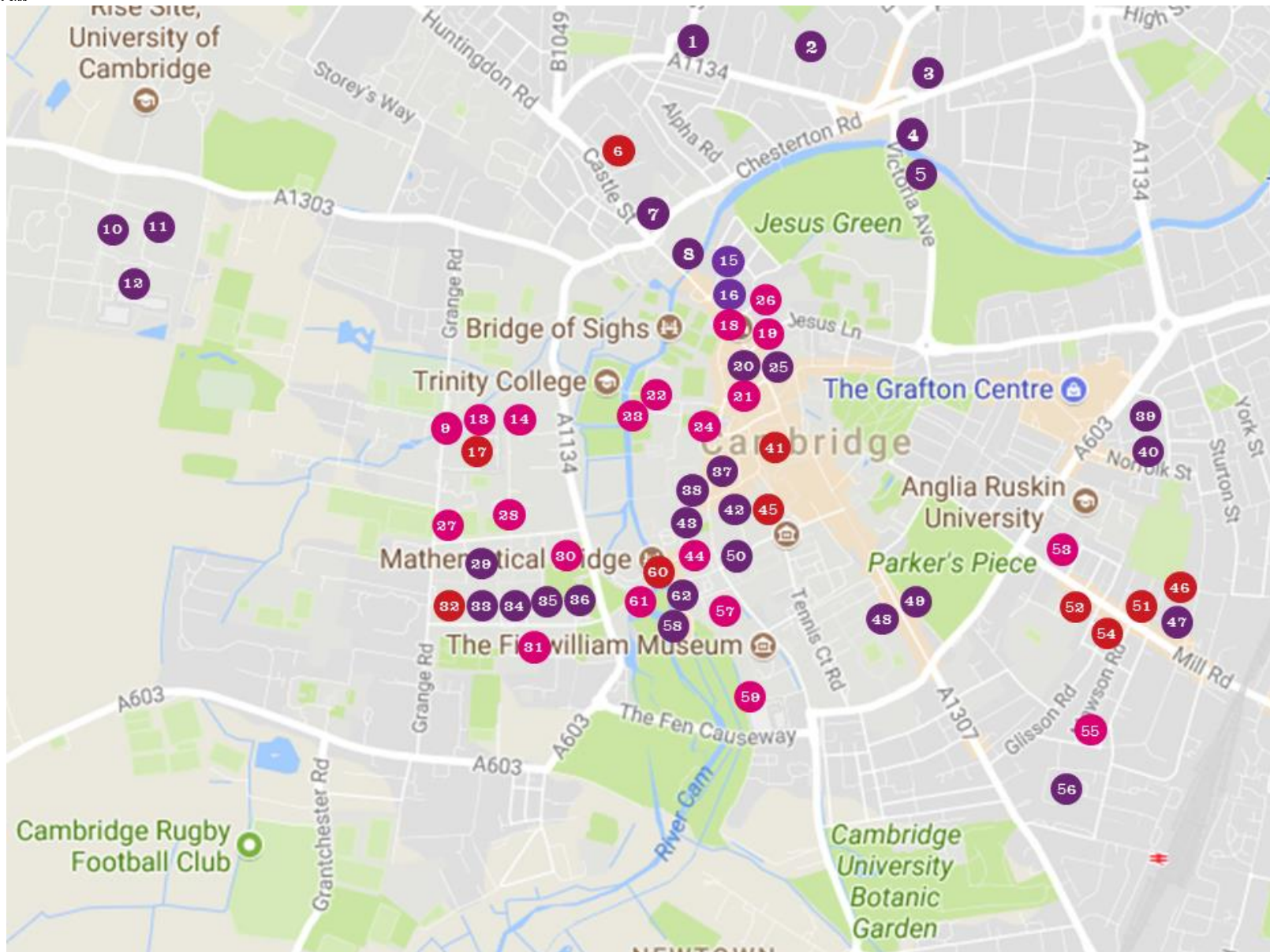
Cambridge University
Amateur Dramatic Club



- Don't put up loads of posters in a row, essentially taking up all the space from other posters, since they'll most likely all get taken down. As a rule, you're allowed one poster per stretch of railing.
- Make sure your posters are laminated, otherwise they'll fall apart in the rain. You can cheaply laminate posters at the ADC Theatre.
- Use cable ties to attach posters to railings (you can buy these from the ADC Theatre). Using string or twine to attach posters is not allowed and they might be taken down

On the following page is a map showing all the places in town where you can display posters and flyers: all the railings on which you can attach laminated posters (in pink), businesses that might allow you to display A3 posters inside or on their window if you ask permission (in red), and businesses that might allow you to display A6 flyers inside if you ask permission (in purple).

The map doesn't include any of the colleges: it's definitely worth getting a poster in every college, though you should always ask for permission from the Porters before putting up a poster.





- 1 The Carpenters Arms, CB4 3DZ
- 2 Cambridge ArtSpace, CB4 3EF
- 3 Four Seasons Takeaway, CB4 1JY
- 4 No. 30 Café, CB4 3AX
- 5 University Cycles, CB4 1EG
- 6 Mee and I, CB3 0AH
- 7 Kettle's Yard. CB3 0AQ
- 8 Il Barbieri, CB3 0AF
- 9 Railings on corner of Adams Road
- 10 Boutique Café, West Cambridge Site
- 11 Cavendish Laboratory, West Cambridge Site
- 12 Sports Centre, West Cambridge Site
- 13 Railings where Burrell's Walk meets Grange Road
- 14 Railings on Burrell's Walk
- 15 Varsity Hotel, CB5 8AQ
- 16 Bridges Café, CB2 1UF
- 17 University Library, CB3 9DR
- 18 Railings opposite Bould Brothers (CB5 8AD)
- 19 Railings outside Cambridge Union
- 20 Hong Kong Fusion, CB2 1TW
- 21 Railings opposite Trinity College
- 22 Railings by Trinity Bridge
- 23 Railings by Garrett Hostel Bridge
- 24 Railings on Senate House Passage
- 25 Michaelhouse Centre, CB2 1SU
- 26 Railings around Great St Mary's
- 27 Railings on corner between Grange Road and West Road
- 28 Railings on West Road
- 29 West Road Concert Hall
- 30 Railings on corner between West Road and Queen's Road
- 31 Railings on Sidgwick Avenue
- 32 Lecture Rooms, Sidgwick Site
- 33 Buttery, Sidgwick Site
- 34 Arc Café, Sidgwick Site
- 35 English Faculty Library, Sidgwick Site
- 36 MML Faculty Library, Sidgwick Site
- 37 Indigo Café, CB2 3PJ



- 38 Primavera, CB2 1SJ
- 39 CB2 Café, CB1 2LD
- 40 Box Café, CB1 2LD
- 41 Cambridge Central Library, CB2 3QD
- 42 St Bene't's Church, CB2 3PT
- 43 Nomads, CB2 1SJ
- 44 Railings next to Corpus Christi College
- 45 Faculty of Social and Political Sciences, CB2 3RH
- 46 Hot Numbers, CB1 2LJ
- 47 The Bath House, CB1 2BD
- 48 Hi Sweety, CB2 1DP
- 49 Chatime, CB2 1AW
- 50 St Botolph's Church, CB2 1QA
- 51 Cantab Millennium, CB1 2AW
- 52 Café de Paris, CB1 2AS
- 53 Railings on Mill Road (outside Ditchburn Place)
- 54 Lallys Newsagent, CB1 2BD
- 55 Noticeboard on corner of Lyndewode Road and Tenison Road
- 56 Youth Hostel Association, CB1 2DN
- 57 Railings outside Little St Mary's Church
- 58 Doubletree Hilton, CB2 1RT
- 59 Railings by Coe Fen
- 60 USC Cambridge, CB2 1RX
- 61 Railings by Scudamore's
- 62 University Centre, CB2 1RU



Here are some details about where you can put up posters in colleges and other academic areas:

Anglia Ruskin – At least poster the East Road site, by the Mumford

Caius – JCR and MCR and buttery area in the back court, also K staircase which everyone sees on their way up to the computer room

Christ's – Go through the first court and up the buttery stairs in the near right-hand corner of the second court - there are several poster boards up the stairs

Churchill - Go along the main corridor and use the relevant poster board at the end on the right.

Clare - Clare cellars - go down staircase A in the near right-hand corner of Clare main court and poster in the bar corridor area. And try H staircase, round to the left

Corpus Christi – JCR

Downing – Posters must be given to the Porters who will then put them up

Emmanuel – Pigeon hole area - turn left as you enter the first court and they are along on the left

Fitz - JCR/ Butory area - go through the P'Lodge and take the main door in the centre of the buildings on the right, use the relevant poster board within

Girton – Pigeon hole area, along the corridor to the left as you enter through the main door. Also near the bar and dining hall

Homerton – By the drinks and snacks dispensers - go in via the P'Lodge and turn left along the corridor. Tim Gray will take posters in the Library

Jesus – Go through the archway and turn right, use the board in the first passageway you come to. And also do the post room round to the left of the P'Lodge

Kings – Pigeon hole area - go in through the main gate and turn right up the steps

Magdalene – ask at the porters lodge.

New Hall – JCR: go through the "Goldfish Bowl" and along the corridor, turn left through the double doors and the JCR is on the right. Also poster along the ground floor corridor - there are poster boards at each corner.

Newnham – Give posters to the Porters and they will date stamp them.

Pembroke – Poster outside the bar - go in through the P'Lodge, through the buttery corridor opposite and through the archway then take the double doors up a few steps on the left.

Peterhouse – Give a poster to the porters to stamp or poster the JCR and bar in the right hand corner of the main court.

Queens' – Bar area in the back left of Cripps Court.

Robinson – JCR at the end of the corridor going off the right-hand side of the courtyard.

St.Catz – Pigeon hole area - left at the P'Lodge and go down the stairs.

St. John's – Outside the bar - through the great gate, through to the second court and the bar is in the left hand corner.

Selwyn – the Porters must stamp Posters. Pigeon hole area - turn right after the main archway and go to the right hand corner.

Sidgwick Site – the first floor of the Lecture Block has spaces where posters can be displayed, though you'll need to ask for permission at the Warden's office.

Sidney – Pigeon hole area - turn into the court on the right and go straight ahead.

Trinity – Outside the JCR (stairway opposite Hall), back entrance to Whewell's Court, entrance to the Wolfson building, need a Trinity University card to gain access.

Tit Hall – Get posters stamped at the P'Lodge, go into the first court and, turn right through staircase B, then left to A and up the stairs and round to the right where you'll find the poster board.



English Faculty – take a poster to the office to your right as you enter the main door and they will put it up on the poster board. Put flyers in the flyer racks and on tables.

History Faculty - coffee lounge (1st floor) & noticeboard outside library.

Economics Faculty - stairs by library but they have to be stamped in Rm.7 of the faculty building (they will then be taken down after 7 days)

Law Faculty - basement coffee area.

UL: Wall of locker room and hand one in to the map room and they put it up outside the tearoom.

Where can I give out flyers in town?

The best thing to do is give out flyers to audience members after they've seen a show at the ADC Theatre or Corpus Playroom – after all, you already know that these people are interested in student theatre! Make sure to flyer relevant shows, since it doesn't make much sense, for example, to give out flyers for a Sarah Kane show after a Footlights Smoker. Have a look through the season brochure and see what shows are similar to yours.

You shouldn't flyer outside other venues (i.e. the Arts Theatre and Cambridge Junction), since only shows from those venues can flyer there (as is the case with the ADC Theatre).

In terms of flyering in other public areas, the current rules (as of 2017) say that “you are free to hand out leaflets in the city centre, as long as you do not obstruct the highway or block any shop doorways or fire exits. If you see any leaflets dropped you must pick them up or this could incur a fine per item of litter dropped”.¹

You're welcome to give out flyers publicly, and provided you're not setting up anything permanent (like a kiosk), you can get inventive with how you flyer (for instance, flyer in costume). If you're planning a **flash mob**, make sure that you contact the Council in advance, you don't plan to do anything that could endanger public health and safety, and that you either use non-copyrighted music or apply for a licence to perform music publicly via PRS for Music.

Nearer the time of the show, it's also useful to put flyers in college pigeonholes, though you should always ask for permission from the College Porters beforehand.

What else can you do to promote your show?

This is the question you should always be asking yourself: having posters up in town and flyers in the Theatre is the minimum you should do for your show.

It's important to have a good **marketing plan**, i.e. a strategy that you can roughly follow in order to know what you and other members of the production team should be doing in the run-up to the show. There is an example marketing plan at the end of this guide.

¹ www.cambridge.gov.uk/leaflet-distribution



We ask publicists to meet with the ADC Production Manager to discuss their marketing plan. The reason for this is so that the Theatre knows when you're doing a public event or uploading content online and can share it on their social media channels the same day.

It's useful to write a **Press Release** to send to the ADC Theatre (guide below), as well as looking to reach out to reviewers from *Cambridge Edition*, *Local Secrets* and *Cambridge News*, among other local press outlets. It's also worth seeing if you can secure a **radio interview** from a station like BBC Radio Cambridgeshire, Start Radio or Cambridge 105. Email the Production Manager if you'd like their up-to-date list of press contacts.

It might be worth paying for some **permanent marketing**, i.e. having one of your posters in an outdoor poster panel in an area like Great St Mary's. This is especially useful if your show is a particularly large one with a publicity budget to spare. Details about how to buy an outdoor poster panel can be seen at www.cambridge.gov.uk/outdoor-poster-panels

The ADC website has a **blog section** that we use to publish interviews and previews, and a **producer feed** that we use to collate a more general timeline of quotes, images and information related to the show. You can ask the Production Manager to give you a website log-in that will allow you to upload things to the Producer feed, which can then be shared by both you and the ADC Theatre to generate interest in the show.

These are all suggestions: the great thing about student theatre is that people get really creative with marketing, from photoshoots to GIFs, flash mobs to competitions. Whatever you're doing, keep the ADC Theatre and the Production Manager in the loop so we can help share the marketing content as far and wide as possible!

Social media marketing is becoming increasingly important, and many shows choose to have a Facebook event and/or page, with some also taking to Instagram to promote the show. These are great platforms to pique student interest, but they are unlikely to hit a non-student audience, unless you chose to invest in Facebook adverts that can target the local area.

These platforms especially cater for showing content that wouldn't normally be seen – interviews with production team members, an insight into the show process – much like the ADC Producers Blog.

Important in social media marketing is maintaining the image of the show online - you want the show and its public presence to have consistency and for this to match the feel of the show - there is no use posting with a hundred emojis for a stripped down, black-box production of Pinter!

How do you write a good Press Release?

If you want your show to have the chance of being featured in the local press, then you'll need to write a Press Release. The reason for this is that journalists are essentially lazy

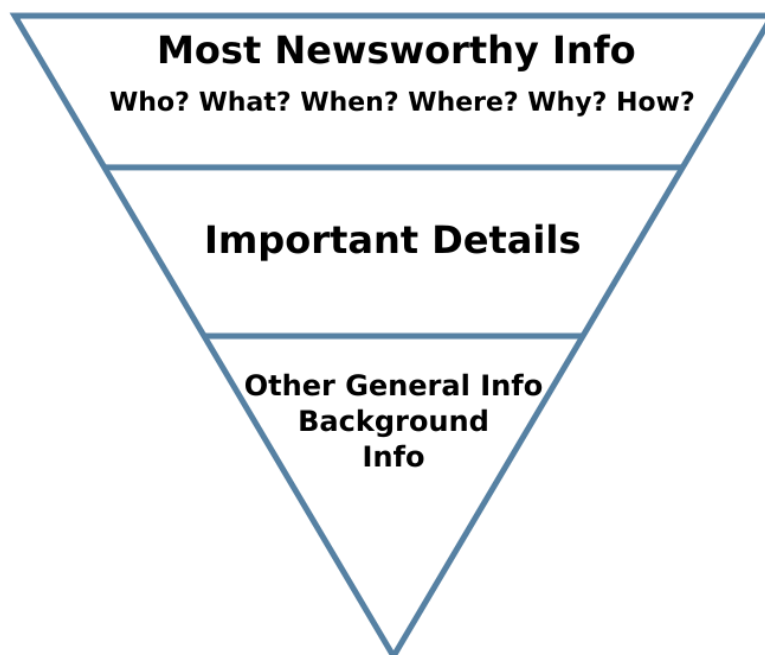
and will pretty much take the copy you've written and edit it slightly to make into a feature.

For this reason you want to make it **short (250–350 words)** and written **in the style of a journalist**. Take a look at the Arts and Media sections of local papers to see the kind of style that these adapted Press Releases are written in.

You'll almost always find that the Press Releases that get adapted into articles aren't just restating the blurb of the show but instead have an **angle** of some kind. This will most likely be your show's Unique Selling Point: use it to be clear why *this* is the show people should see.

In the time leading up to the Press Release deadline you should collate information that you'll be able to use. You should get **interviews** with members of the cast and/or production team, and then use the best one or two within the body of the Press Release. You should also get **high-quality photographs** that journalists can use to accompany the article. Having a good image is crucial: you're not going to get an article published that isn't accompanied by a good photograph (and it should be a production photograph, not an illustration).

It's worth following the **inverted pyramid** principle: you should put the essential information people need to know in order to see the show at the start of the Press Release, and put less important information later on so that later paragraphs can be cut by the editor if there's not enough room in the article.



You should begin your Press Release with the **what, who, where and when** of your show, providing all the key details that someone would need in order to see it. This is also the opportunity to foreground the show's Unique Selling Point in order to hook audiences in.

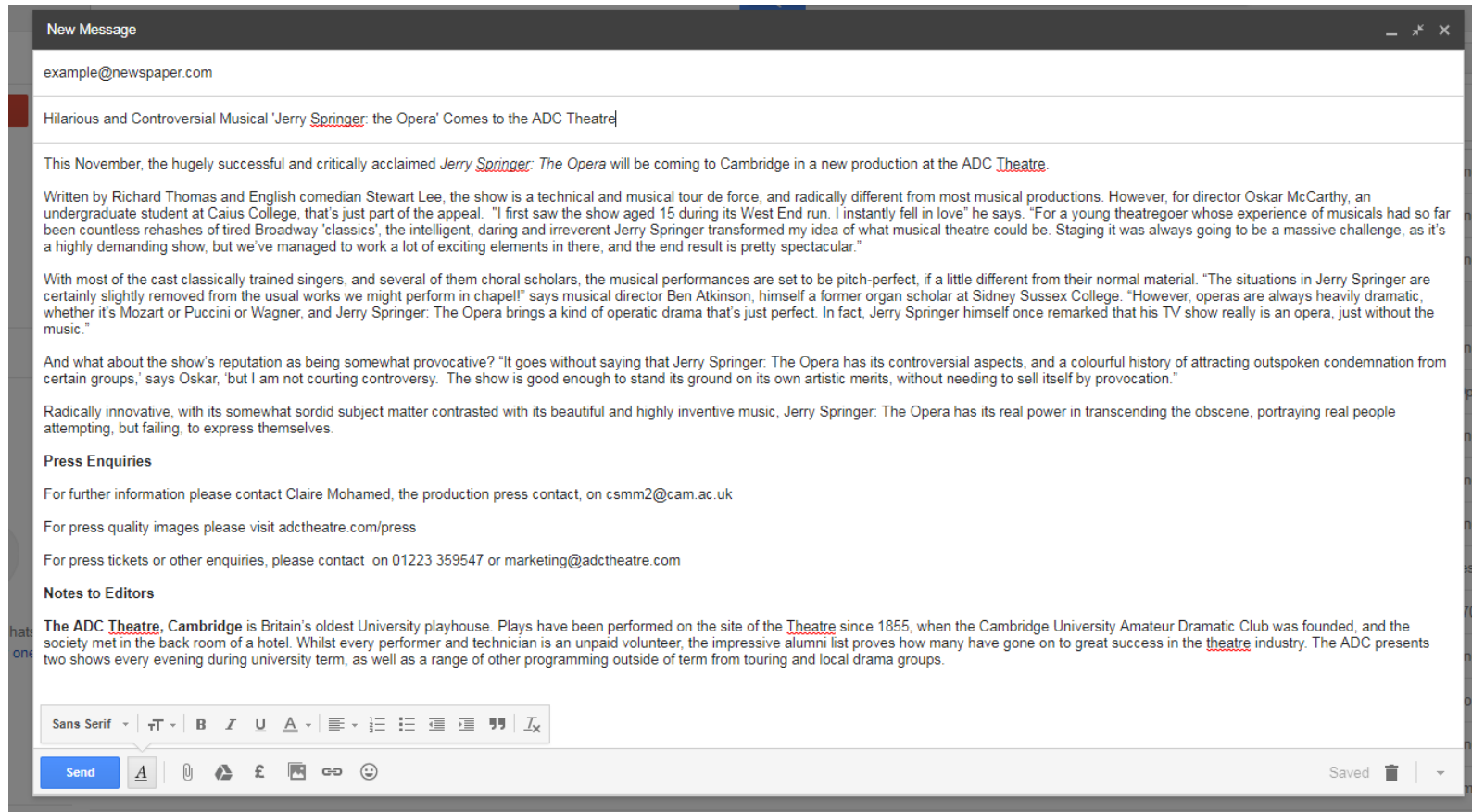


The next paragraphs should give some background information about the production, typically providing the opportunity to include some quotations from members of the cast and/or production team.

Any remaining paragraphs of the press release should be devoted to more general background information, perhaps related to the history of the production or the company presenting the show.

Send over a plain text version of the Press Release to the Production Manager, who will check over it for you and then provide a **tail** to the Press Release that gives details about the venue and show, as well as telling the recipient who they can contact to get photos.

You can then email out your Press Release to press contacts provided to you by the Production Manager. You should make the headline to your Press Release the title of the email and put the Press Release itself in the body of the text (don't attach anything to the email as it probably won't be read).



Headline of the Press Release provided as the email subject

The what, who and where

More information about the show, including direct quotes from the director

The tail of the Press Release (provided by the Theatre). If there is any further explanatory information that you think a journalist would need then provide is in a 'Notes to Editors' section at the end of your Press Release

Example Marketing Plan

In theory, a marketing plan will be specific to your show so no two marketing plans should look the same. Here's an example one:

Show: The Resistible Rise of Arturo Ui, Week 5 ADC Mainshow							
Unique Selling Point: The story of a dictator's rise to power is more relevant than ever in today's political climate							
Relevant Shows	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<u>Week 1</u> • Frost/Nixon • Can't Stand Up for Falling Down	Posters and flyers arrive at Theatre	Laminate and distribute posters	Dogsborough interview on Producer feed	Email English Faculty about potential post-show discussion	Rehearsal photos for Press Release	6pm – Make Facebook event	
<u>Week 2</u> • Boys • Rights of Passage	Send over Press Release		Roma interview on Producer feed	Vegetable-themed flyering in Market Square	Get external poster boards on display	Take headshots	Film trailer
<u>Week 3</u> • Love's Labour's Lost • Any Little Thing • On Raftery's Hill	12pm – Cast change profile pictures to headshots	Laminate and distribute more posters	Giri interview on Producer feed	Send blurb and publicity images to Theatre Manager for e-marketing	Posters put up in colleges	Potential BBC Radio Cambridgeshire interview	Post trailer online
<u>Week 4</u> • Mojave • Fences	Stage manager interview on Producer feed	Tab Interview	Arturo Ui interview on Producer feed	TCS Preview	Set build pictures on Producer feed	Director interview on Producer feed	Set designer interview on Producer feed
<u>Week 5</u> Show week	<i>Get-in</i>	<i>Tech</i> Take photos	<i>Opening night</i>	Post-show discussion			

Publicity Timeline

This is just a template that you might wish to follow; you should add to it and modify it as is necessary for your show.

When your show has been programmed

- Meet with the show's Director and Producer to discuss publicity designs and strategies
- Work with the Publicity Designer to make the poster and flyer design (or make the design yourself)

6 weeks before your show

- Have a marketing meeting with the Production Manager:
 - Come up with the show's Unique Selling Point
 - Create a show-specific marketing plan (see example on Page 17)
 - Get log-in details for the ADC website's Producer Feed
- Source a production photographer, and arrange a meeting between them and the Director to discuss what kind of photos you'd like them to take

5 weeks before your show

- Send over a poster and flyer design to the Production Manager to be proofed:
 - You'll need to send over an A1-sized and A3-sized design for the poster, and an A6-sized design for the front and back of the flyer. Make sure to have a 3mm bleed on the design
- Order posters and flyers for the show
- Get in touch with school groups if this is part of your marketing plan

4 weeks before your show

- Begin laminating posters to display around town
- Put flyers in colleges and public buildings
- Take some rehearsal photos to add to your Press Release
- Make a Facebook event for your show
- Organise a public flyering event to generate interest in the show

3 weeks before your show

- Send a Press Release to the Production Manager which can be sent to local papers
- Arrange for cast and crew headshots to be taken to serve as Facebook profile pictures
- Create a flyering schedule for the cast and crew to give out flyers after relevant shows

2 weeks before your show

- Send programme design to the Production Manager to be proofed
- Programmes at the ADC Theatre and Corpus Playroom must contain our blurb, which can be downloaded at www.adctheatre.com/productionresources
- Laminate more posters and put them up in town
- Get your cast and crew to put up posters in colleges
- Remind student reviewers (and any non-student reviewers that have expressed interest) to come and see the show
- Send over any show-specific blurb and images to the Theatre Manager so they can include them in the Theatre's targeted e-marketing

The week running up to the show

- Have daily content ready to upload to the Facebook event and/or website Producer feed
- Get the cast and crew to flyer their college's pigeonholes. Put flyers in the colleges where you don't have cast or crew members

Show week

- See the show and enjoy it!
- Keep an eye out for reviews to be published: share them when they're online, and chase student papers if they don't appear
- Keep the content regular on the show's Facebook event to remind people to see the show