Promotional Cycle For Events At The Princess Theatre & Arts Centre

The following is a guideline example of the promotional cycle which we advise for events taking place with us. This is not a guarantee any or all of these services will be provided by the venue. This plan will, of course, be tailored to suit specific events, for more details please contact our marketing team on [Marketing@theprincesstheatre.co.uk](mailto:Marketing@theprincesstheatre.co.uk)

1. **1 WEEK PRIOR TO INITIAL EVENT ANNOUNCEMENT**

***ANNOUNCEMENT & ON SALE DATE –*** Announcement and on-sale dates must be agreed upon by all parties. Ideally, we aim to have announcement dates 3 days prior to the on-sale date, but of course happy to work with the client to suit the exact needs of their events.

***PRESS RELEASE –*** To be sent to the venue’s marketing team to be signed off and agreed upon before use. Please ensure to include at least 2 high-resolution images, but the venue welcomes as many images as can be provided. An example copy of a press release, as used by the venue is available upon request.

The venue is happy to send out press releases to our press list, or the list can be passed onto the client, we highly recommend the client sending out the press release if you wish to include interview requests. We will ensure that all event announcement dates are made clear to all third parties receiving the press release and highlight this information as embargoed until the announcement date. However, we cannot accept any responsibilities for third parties releasing show details prior to the agreed announcement date.

***PRINT DESIGN -*** All physical and digital print media including but not limited to Posters, flyers, banners, promotional videos etc should be agreed upon at this point.

***MARKETING BUDGET –*** If not previously agreed upon any initial marketing budget is to be set and its usage to be agreed upon. This is of course something that will be continually monitored and evaluated to ensure the most successful and efficient use of this budget.

***PRE-EVENT SOCIAL MEDIA POST –*** In some exceptional circumstances, in which the marketing team regard it as beneficial, and our social media schedule permits a preannouncement post will be made.

For example

“A MASSIVE COMEDY SHOW IS COMING TO BURNHAM-ON-SEA

We will be announcing a massive comedy show coming to The Princess Theatre this summer on Wednesday (10th February) at 7pm via our social media accounts. The show is part of a tour by a multi award-winning British comedian, who is touring for the first time in a decade. To find out who it is and all the details, make sure you are following us on social media and stay tuned this Sunday at 7pm.”

1. **ANNOUNCEMENT DATE**

***SOCIAL MEDIA –***

***Facebook***

Facebook show announcements will be laid out in the format as exampled below with accompanying images, event poster or video as best determined by our marketing team. All relevant artist, venue & promoter Facebook pages will be tagged in the post. We would recommend if you are planning to use any event budget to boost initial social media posts, this would be the best post to use the budget on.

*“NEW SHOW ANNOUNCEMENT*

*We are delighted to announce that multi-award-winning British comedian and writer Dom Joly (best known as the creator of Trigger Happy TV) is coming to the Princess Theatre this August as part of his first UK tour since 2011, giving fans a rare opportunity to see him live.*

*Dom Joly's Holiday Snaps -*

*Travel and Comedy In The Danger Zone*

*Friday 27th August*

*The Princess Theatre & Arts Centre, Burnham – On – Sea*

*£16 Adult / £13 Child / £52 Family (1 Adult & 3 Children)*

*Doors open 6.30pm / Show start 7.30pm*

*All seated 16+ event*

*Tickets on sale this Sunday (14th February) at 7pm via*

*www.theprincesstheatre.ticketsolve.com/shows/1173603253*

*Box Office 01278 784464*

*Dom will be talking about his exploits as a serial globe-trotting and seeker of dangerous travel spots. From North Korea though the Congo and Syria to Chernobyl, he's visited some of the most unusual places on the planet. Joly famously attended school with Osama Bin Laden and armed with a trusty Powerpoint, fans can expect his holiday snaps to provide comedy and a sense of danger.*

*The best-selling author will meet fans after the show to sign copies of his latest book, The Hezbollah Hiking Club.”*

**Facebook Event**

The Facebook event will be set to go live at the same time as announcement post, and will be formatted in the style laid out in our “Facebook Event Page Guidelines” document.

**Instagram**

Instagram announcement posts will use the same format as Facebook posts but will also incorporate any relevant hashtags for example #PrincessBos #DomJoly #TriggerHappyTV

**Twitter**

Twitter announcements will be formatted to fit within the 280-character limit and be accompanied by a relevant promo photo, poster, etc. For example

*“New show announcement -*

*Multi-award-winning British comedian & writer @domjoly (best known as the creator of Trigger Happy TV) is coming to the Princess Theatre this August as part of his first UK tour since 2011.*

*Tickets on sale this Sunday at 7pm via* [*www.princesstheatre.co.uk*](http://www.princesstheatre.co.uk)*”*

**Web-Site Listing**

On announcement, the event page will go live on our web-site under the “What’s on section” which will act as the ticket link. Tickets will not be purchasable via the link until the event on-sale date.

In some circumstances, event announcements might also be listed on our web-site under the latest news section.

**Print Promotion**

Posters and flyers will be displayed in the venue from the announcement date or the nearest date possible following it. We ask that you send no more than:

* 1 A1 poster
* 2 A2 posters
* 10 A3 posters
* 10 A4 posters
* 1-200 A5 flyers

WE DO NOT OVERPRINT AT THE PRINCESS THEATRE

Publicity Material should be overprinted with the following:

* The Princess Theatre Logo (attached)
* 01278 784464
* [www.theprincesstheatre.co.uk](http://www.theprincesstheatre.co.uk)
* Date, Time & Ticket Prices

1. **ON SALE DATE**

**Social Media**

Social Media posts will be posted for the on-sale date of events using the same format as the examples above but will include the fact tickets are now on sale.

A post will also be made in the Facebook event for the show notifying attendees tickets are now on sale.

1. **LEAD UP TIME TO EVENT**

**Brochure inclusion**

Provided the event is booked in prior to the relevant deadline for our printed brochure all events are included. Details of the deadline can be provided at the point of booking in the event. **At this stage we are reviewing how we use print marketing distribution.**

**POSTER & FLYER DISTRIBUTION**

**At this stage we are reviewing how we use print marketing distribution**

**Web mailings**

We do not currently offer mailshots to our email subscribers for single events. However, the month prior to the event date, your show will be included in our monthly email mail out to all email subscribers.

We will also cross promote your event to any shows we believe to have a similar audience profile to yours which take place prior to your event. By including details about your event as a recommended event in pre-show emails sent to all advance ticket holders.

**Marketing Budget Review**

If a marketing budget has been agreed upon previously, the effectiveness of the spend for the budget and use will be constantly reviewed and alterations for its use will be suggested as seen fit.

The possibility of adding or increasing the amount of a marketing budget will be suggested during the marketing cycle if sales are seen to be below expectation.

**Social media posts**

Regular social media posts pushing ticket sales for the event will be made through all our social media channels, including on the Facebook event for the show. We cannot guarantee the frequency of these posts. Unless an event is sold-out, we will always post about an event in the 10 days leading up to an event.

We kindly ask that any posts promoting the event include a tag to the venue’s relevant social media account and will always ensure to tag relevant artist and promoter accounts in our posts.

**Press Releases**

Unless there is a unique new selling point to your event, or there is a major change to your event we ask that press releases are only sent to our press list once; or twice if there is a three month or more gap between the initial email.