

RM - Rachel Mallaband, PM - Peter Miles, KC - Kirsty Christer, AG - Ann Garbett,  
 KR - Kate Reece, JB - Janet Bower, JS - Julie Smethurst, JH - John Hyde, JSp -  
 John Spence

KEY

Marketing & Publicity Schedule 2011-2012								NOTES	
Latest Action Date	Fixed deadline?	Event & Action Required	Costs SPC	Costs Friends	Armed Man costs	Actioning Officer/s	Completed Y/N	Date	NOTES
<b>AGM Preparation</b>									
01-Aug-11		Draft Marketing & Publicity Officers Report	£0			RM	Yes	14-Aug-11	
01-Aug-11		Draft Marketing & Publicity yearly planner	£0			RM	Yes	15-Aug-11	
19-Aug-11		Distribute both to Janet	£0			RM	Yes	02-Sep-11	
19-Aug-11		Misc - Check with Julie & Janet r.e. inviting Karl Jenkins to concert & inviting Trisha Cooper to undertake an 'In Conversation'	£0		£200	RM	Yes	20-Sep-11	
<b>Stationery &amp; Drafting Guidelines</b>									
23-Aug-11		Produce standardised stationery for committee use to include updated logo, Making Music & lottery funded logos	£0			RM	Yes	02-Sep-11	
23-Aug-11		Produce and agree drafting guidelines for committee use	£0			RM, JB, JS	Yes	02-Sep-11	
30-Aug-11		Distribute both of the above	£0			RM	Yes	06-Sep-11	
<b>Singclude soft launch</b>									
23-Aug-11		Initial draft - Making Music conference publicity	£0			RM	Yes	01-Sep-11	
30-Aug-11		Design & in house printing of Making Music conference publicity	£100			RM	Yes	01-Sep-11	Complete but not printed. JS to arrange for printing.
30-Aug-11		Draft further launchee invites	£0			RM	No	TBC	1 Sept 2011, on hold until heard back from SIV regarding possible launchee
<b>SPC Website</b>									
29-Aug-11		Meeting to discuss layout and page content, inc. incorporation of Alight	£0			RM, KC	Yes	29-Aug-11	
30-Sep-11		Design of revised website agreed	£0			RM, KC	No		Will need input from other SPC web specialists
<b>Friends of SPC - Soft launch</b>									
30-Aug-11		First draft of Find a Friend leaflet (SPC audience)	£0			RM	Yes	02-Sep-11	2 Sept 2011 - With Friends team for comment
30-Aug-11		First draft of Friend of SPC flyer (SICS audience)	£0			RM	No	TBC	ON HOLD UNTIL MEETING OF 10th OCTOBER - FURTHER DRAFTING NEEDED
20-Sep-11	YES	Find a Friend leaflet to SPC members	£500			RM	No	TBC	
20-Sep-11	YES	Flyer for SICS audiences	£500			RM	No	TBC	
01-Sep-11		Friends Flyers to be agreed & sent to printers	£0	£0		RM,PM,JH	No	TBC	ON HOLD UNTIL MEETING OF 10th OCTOBER - FURTHER DRAFTING NEEDED
17-Sep-11	YES	Friends Flyers - available		£500		RM	No	TBC	ON HOLD UNTIL MEETING OF 10th OCTOBER - FURTHER DRAFTING NEEDED
<b>Recruitment</b>									
19-Sep-11		Write and distribute recruitment letters to schools & FE colleges	£0			RM	Yes	19-Sep-11	
19-Sep-11		Press release to media organisations	£0			RM	Yes	19-Sep-11	
05-Oct-11		Write and distribute recruitment letters to professional organisations & employers	£0			RM	Yes	05-Oct-11	
<b>Belshazzar's Feast (Concert date - 7 October)</b>									
01-Sep-11		Posters for City Hall to be agreed and printed	£0			RM & PM	No	See notes	Costs not justified. Not produced.
01-Sep-11		Draft - Flyers (joint with Armed Man) to be agreed & sent to printers	£0			RM & PM	Yes	09-Sep-11	
01-Sep-11		Draft SPC Programme Biography & any additional text agreed info	£0			RM	Yes	18-Sep-11	
07-Sep-11		Singers list from John Spence	£0			RM	Yes	18-Sep-11	
12-Sep-11	YES	SPC Programme Biography, singers list & any additional text agreed and emailed to Northend printers	£0			RM	Yes	09-Sep-11	
15-Sep-11		Web, Facebook, Twitter update	£0			RM	Yes	20-Sep-11	
15-Sep-11	YES	Press release & email to Sheffield Telegraph (angle=new season)	£0			RM	Yes	18-Sep-11	
15-Sep-11	YES	Press release & email to Radio Sheffield	£0			RM	Yes	18-Sep-11	
17-Sep-11	YES	Flyers available - 2,000 double sided	£220			RM	Yes	13-Sep-11	

Sing For Your Heart 2011 (Date - 15 Dec 2011 - and poss. Also 8th)

	Check with Janet if event still in progress & any details needed for press release. Confirm media release angle with Rachel Berry <fundraising@heartresearch.org.uk Copy in Julie, Janet and Richard Salt. Fundraising Events Organiser, Heart Research UK, T: 0113 297 6212 F: 0113 297 6208	£0		RM	No	TBC	
16-Oct-11	Research UK, T: 0113 297 6212 F: 0113 297 6208	£0		RM	No	TBC	
25-Nov-11	First draft of press release	£0		RM	No	TBC	
01-Dec-11	Web, Facebook, Twitter update	£0		RM	No	TBC	
01-Dec-11 YES	Press release to organisers	£0		RM	No	TBC	
<b>Christmas Concerts (Concert date - 10 December 2011)</b>							
01-Nov-11	Additional programme info needed? Carol words/details?	£0		RM	No	TBC	
01-Nov-11	Posters for City Hall to be agreed and printed - IF NEEDED?	£80		RM & PM	No	TBC	
07-Nov-11	Draft SPC Programme Biography & any additional text agreed info	£0		RM	No	TBC	
16-Nov-11	Singers list from John Spence	£0		RM	No	TBC	
	SPC Programme Biography, singers list & any additional text agreed and emailed to						
19-Nov-11 YES	Northend printers	£0		RM	No	TBC	
19-Nov-11	Web, Facebook, Twitter update	£0		RM	No	TBC	
19-Nov-11 YES	Press release & email to Sheffield Telegraph (angle ?)	£0		RM	No	TBC	
19-Nov-11 YES	Press release & email to Radio Sheffield	£0		RM	No	TBC	
<b>Tickhill Concert (Concert date - TBC)</b>							
25-Nov-11	Biography & programme info needed?	£0		RM	No	TBC	
26-Nov-11	SPC Friends leaflet to be inserted into each programme	£0		RM	No	TBC	
01-Dec-11	Full Season leaflets, Single leaflet and SPC book to be available on night	£0		RM	No	TBC	
01-Dec-11	High resolution photo taken on night	£0		RM	No	TBC	
15-Dec-11	Web, Facebook, Twitter update	£0		RM	No	TBC	
<b>Armed Man Promotion &amp; Programme</b>							
	Initiate Armed Man promotion: Performance Sheffield, SPC Website, Events Sheffield websites	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
05-Dec-11		£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
<b>Faure Requiem (Concert date - 11 Feb 2012)</b>							
	Check with Northend any additional programme info needed e.g. Latin lib & translation?			RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
09-Jan-12	Draft SPC Programme Biography & any additional text agreed info	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
10-Jan-12	Draft - Flyers (joint with Alight & Armed Man) to be agreed & sent to printers	£0		RM & PM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
16-Jan-12	Posters for City Hall to be agreed and printed	£80		RM & PM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
18-Jan-12	Singers list from John Spence	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
	SPC Programme Biography, singers list & any additional text agreed and emailed to						
19-Jan-12 YES	Northend printers	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
01-Feb-12	Web, Facebook, Twitter update	£0		RM	No	TBC	
01-Feb-12 YES	Press release & email to Sheffield Telegraph (angle?)	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
01-Feb-12 YES	Press release & email to Radio Sheffield	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
<b>Armed Man (Concert date - 28 April 2012) SELF PROMOTED</b>							
05-Jan-12	Check position of programme - Further info needed e.g. lib & translations?	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
05-Jan-12	Get quote from Northends to print programme	£0		RM	No	TBC	
06-Jan-12	Draft - Flyers (joint with Alight & Armed Man) to be agreed & sent to printers	£0	£500	RM & PM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
16-Jan-12	Posters for City Hall to be agreed and printed	£80		RM & PM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
05-Apr-12 YES	Singers list from John Spence	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
06-Apr-12 YES	Finalised programme from Peter Miles to Northend printers	£0	£700	RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
16-Apr-12	Web, Facebook, Twitter update	£0		RM	No	TBC	
16-Apr-12 YES	Press release & email to Sheffield Telegraph (angle?)	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
16-Apr-12 YES	Press release & email to Radio Sheffield	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
<b>Alight - (3 March 2012) SELF PROMOTED</b>							
06-Jan-12	Draft - Flyers (joint with Alight & Armed Man) to be agreed & sent to printers	£0		RM & PM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
25-Jan-11	Posters for Victoria Hall - discuss where/how to display - design & print Afternoon concert programme - simple A4 folded? (4pp A5?) In-house production?	£80		RM & PM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
01-Feb-11		£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
08-Feb-12 YES	Singers list from John Spence	£0		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP
16-Apr-12	Web, Facebook, Twitter update	£0		RM	No	TBC	
08-Feb-12 YES	All text to Peter Miles for production of programme	£100		RM	No	TBC	NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP NB - DATES FOR FAURE, ARMED MAN & ALIGHT ALL OVERLAP



## **Regular items for action**

NB - This list is not exhaustive and can be added to whenever a new marketing and/or publicity idea is generated

### **SPC Biography**

Draft, offer for comments, revise and finalise biography for each programme

As above - also adhoc as requested (e.g. for small concerts, CD/DVD covers etc)

### **Publicity prior to each concert**

Ensure concert details are on Event Sheffield website

Load details onto [anti-clash] website

Produce flyers per concert, ensure distribution

Produce press releases

### **Festivals/Events**

Have a presence at major festivals/events in the city each year including

- Pride March/Event

- Local festivals

### **City Hall**

Ensure our full season leaflet is available at all times

Produce posters and distribute 3 weeks prior to concerts

### **Photo gallery**

Maintain and update photo collection for use in publicity, inc high/los res details and credits where necessary