



Patron: Samuel West
Music Director: Darius Battiwalla
Registered Charity No. 518073

Marketing & Publicity Report 2011

The role of Marketing & Publicity Officer continues to draw together three strands of work undertaken by Committee members; namely, general chorus promotion, promotion for specific events and concerts, and marketing the Chorus with the aim of attracting new members.

Since last years' report we have:

- Continued to build on the image of SPC being the first choice of Sheffield choir for major civic functions by both the Lord Mayor Cllr Sylvia Dunkley and Cllr Roger Davison attending our 75th Anniversary dinner.
- Promoting the national Open Weekend event 'By Any Means' for Sheffield City Council via a photo shoot with Lord Mayor Cllr Sylvia Dunkley.
- Being joined by the Lord Mayor Cllr Sylvia Dunkley on the running track at the national Open Weekend event 'By Any Means'
- Continued to enjoy good working relations with Northends regarding our programme submissions and publicity material printing.
- Continued to build upon our working relations with the City Hall for SPC promotion including developing a tear-out, SPC specific flyer as part of the Sheffield International Concert Season (SICS) 2011-12 brochure (distributed to over 10,000 recipients) – with agreement that this could be undertaken annually.
- 'In Conversation' event prior to Henry V with our Patron Samuel West, and SIV developing a pro-active stance in SPC events as shown by their early interest in promoting our *Armed Man* concert.
- Increased SPC's electronic presence via our website, FaceBook and Twitter – significantly improving the accessibility of the Chorus to new members and audiences (Solely due to Kirsty's excellent work in this area).
- Achieved substantial media and publicity coverage, including:
 - 04.11.10 Sheffield Telegraph - Article previewing *The Dream of Gerontius* - Bernard Lee
 - 24.11.10 Sheffield Star 'The Diary' – Article previewing SPC's BBC1's *Songs of Praise* appearance on 05.12.10 - Colin Drury
 - 02.12.10 Sheffield Telegraph – Article previewing SPC's BBC1's *Songs of Praise* appearance on 05.12.10 - Peter Kay





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05.12.10 BBC Radio 4 – a group from the SPC participated in Morning Worship from St. Mary's, Bramall Lane.

05.12.10 TV, BBC One – *Songs of Praise* broadcast.

06.12.2010 Sheffield Star – Double page article 'Choristers just love living in harmony' – Rachael Clegg.

24.02.11 Sheffield Telegraph – Article prior to the Mozart Requiem concert on 25.2.11 featuring Thomas Mitchell, Ian Owers and Ambrose White.

03.03.11 BBC Radio Sheffield Rony Robinson's show – Interview with Thomas Mitchell, new SPC tenor.

25.03.11 BBC Radio 3 - Beethoven's 9th Symphony with the BBC Philharmonic.

11.04.11 BBC Radio 3 - Liszt's Dante Symphony with the BBC Philharmonic.

12.07.2011 Sheffield Star – Article promoting the national Open Weekend event 'By Any Means' with Lord Mayor Cllr Sylvia Dunkley.

- Successfully won the Music Nation bid for Yorkshire allowing SPC to lead the Cultural Olympiad *Alight* festival on 3rd March 2012 throughout the region.
- Soft launched the *Friends of Sheffield Philharmonic Chorus* at the 75th Anniversary dinner.
- Attended two summer events for promotional/fundraising purposes; Walkley Table Top Sale & Sheffield Pride 2011.
- Designed a revised 'dotted rhythm' SPC logo, using it on new products, e.g. the SPC mugs

Additionally further promotions are already in progress, including (at the time of writing)

- An annual marketing meeting with SIV's City Hall marketing personnel (on 16th August)
- Meeting to update our SPC website (on 26th August)
- Mention in a *Profile* magazine article relating to the Sheffield International Concert Season 2011-12 (due out October 2011)
- Development of the *Friends of SPC* to allow for a full public launch in 2012.
- Development of a national launch of our *Singclude* project.

In order to continue a co-ordinated approach to the 3 elements of Marketing & Publicity a schedule for the coming season has again been devised that aids the completion of various required tasks within the necessary timescales. This is attached as an Appendix. There are a number of items on the schedule that require additional support to come to fruition; for example, attendance at festivals, creation of a photo gallery, and in particular, support towards the many tasks needed to effectively market our two self-promoted concerts in the coming season, namely, our 3rd March *Alight* afternoon concert at the Victoria Hall and the *Armed Man/Bronte Mass* concert on 28th April at the City Hall.





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Your help in offering your time and/or expertise for these will be essential in the coming months.

I continue to be hugely grateful for the quality and quantity of work undertaken by the team of people working with me. Particular mention must go to Peter Miles for his designs for our excellent flyers, leaflets, posters and the creation of a high resolution version of the new SPC logo; Kirsty Christer for her swift updating of and sound ideas regarding our website, and for all the social networking elements of our SPC promotion; and especially for the constant support and ideas generated by Julie regarding press releases, media articles and her tireless work towards the *Alight* festival.

This year we may find we have many opportunities to promote ourselves and make new alliances via *Alight*. I would however ask us all to remain vigilant, and not presume that someone else will field enquiries. If you happen to be the person being asked about how to join SPC, what we do, where we sing etc. please be aware that this could be a potential new singer or audience member and treat them accordingly. We all need to follow up queries swiftly and professionally to ensure that we maximise the extra exposure that *Alight* may bring about.

As always, if you have any ideas, thoughts or opinions, please do feel free to speak to me at rehearsals and/or email me at Publicity@Sheffieldphil.org. I am always happy to hear of new angles for media approaches, workplaces we could target for recruitment purposes or events you feel we should have a presence at. In all of these instances personal contacts really do make the difference so I would urge you to find an email address of someone you know personally for these contacts before passing the ideas onto me.

Rachel Mallaband
Marketing & Publicity Officer
14.08.2011

