**Public Relations / Marketing Report Recent Activity:**

**Management Team Meeting – July 2016**

A busy few months ahead with the Concert and new member drive.

**Social Media**

A presence on CKC’s Facebook page is on-going with appropriate content.

**Oz Chords**

The article CKC submitted has now been published in latest edition.

**Generic Flyer**

A generic A6 flyer has been produced. It is a smaller version of the previous flyer used for the letterbox drop in February with the large group photo omitted. It is suitable for general promotion, (BBQ’s, Sing outs etc.) and directs enquiries to our website.

**Concert at Independent Theatre Sept 17**

Flyer design to commence in the next week as soon as photos edited and available. Timeline and plan for promotion to commence immediately:

* Contact Independent Theatre to add our event to their “What’s on” section of their website
* Email flyer and invite to Family and Friends of CKC
* CKC post event to our FB page. Encourage our own members on fb to share this event so it engages more people on fb.
* Promote this event to the chorus (yes sounds silly). The success of this event and selling seats will rely heavily on our chorus member’s support. This is our core audience source. At present on the website there are 32 performers who have indicated attendance if each member brought 3 guests that is 96 seats, out of a possible 303.
* Liaise with Sydney Harmony to cross promote the event on their fb page and to email flyer to their members, family and friends.
* Invite as our guests our local media journalists, Bev Jordan from Hills Shire Times and Lawrence Machado from Rouse Hill Shire Times. Support from these journalists last year was instrumental in the success of our new members drive. Invite journalists and reviewers from the Filipino community who were generous in the review of last year’s concert
* Liaise with Lissa Lao / Jess as to other community members who may be interested.
* Cross promote to Northern Beaches Chorus as our MC is Sharon Cartwright .
* Paid Advertising – Newspapers / Letter box drops.

Where?

How?

Thoughts and input from the group needed here please!

Success measure of any advertising expenditure needs to result in ticket sales.

The challenge is an event that is outside our location in The Hills.

**New Members Drive**

The new members drive preparation will commence early September.

Will be drafting a press release. We can use the members from the respective areas to customise for local media. Other activity to follow and I will develop a timeline in the coming weeks.

Kind regards

Sharon Sullivan,