**Public Relations / Marketing Report**

**Management Team Meeting August**

Public Relations activity in August has been quiet, after the ramp up for the new members drive. It was pleasing to have good numbers come for our open night and sign up for the workshop.

Two weeks ago I attended a Hills District Business Women’s networking evening, where the topic was “Marketing with no Budget”. This network was one of the groups I used to promote our new members drive and was worthwhile tapping into. Everyone I met on the evening recalled the facebook activity and promotion in the lead up to the workshop. This has certainly given me a few ideas for moving forward, specifically in regards to Social Media platforms being used to promote the Chorus.

**New Members Drive success measures from PR campaign:**

It appears that the broad reach of all our activity generated interest and people attending.

From the conventional press articles to the unconventional, (back of bathrooms stalls, flyers in lifts, taped in shopping centres) it seems the paper printed flyer is a very inexpensive and trusted method of delivering our message. Newspaper, word of mouth, noticeboards and facebook activity all contributed in getting the Bella’s through the door.

I am currently working on our new banner, regional brochure and generic flyer for letterbox drop.

Kind regards

Sharon Sullivan
PR Chair