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

**Management Team Meeting – February 2016**

The past few months have been active on the Public Relations Front.

**Newsletter to Friends**

A newsletter with a wrap up of the year was sent out just after Christmas. This was a large job, required lots and writing and took considerable time to put together. I would like to thank Kate Hawkins for her effort in putting this together and sending out.

**Generic Flyer and Mail out**

A generic Chorus flyer was designed and I used Vistaprint to produce them for the first time. The flyers are general information about the chorus, with no date to be used in a letterbox drop in the Kellyville area. I found using Vistaprint very user friendly and the flyers were of good quality. Double sided, full colour, glossy paper A5 flyers were printed at a cost of $0.17 each. By comparison Officeworks charge $0.75 for a colour photocopy on normal paper. These 2500 flyers are ready for a letter box distribution in the coming fortnight, with the aim of attracting visitors to a Chorus rehearsal.

Follow up - Once you use Vistaprint, they do inundate you with “special offers” to print more of your leaflet at a significantly reduced price. These offers are constrained by time, so having prior approval from Management Team to take up such on offer if the promotion was good value would be beneficial.

For discussion: Our current CKC business cards are very dated and in need of an update. Suggest that we procure new cards through Vistaprint and order 1,000 initially.

**Social Media**

A presence on CKC’s Facebook page is on-going. We were tagged in Parramatta Council’s Facebook posts during our performance at Parramatta Park for Australia Day. Other updates are made as news worthy activates happen within the Chorus. I am also updating local Facebook pages within The Hills / Parramatta District with CKC information where it is appropriate.

**Oz Chords Submission**

CKC submitted an article and photos of Liz Van Miltenburg’s head shave for inclusion in next Oz Chords publication.

**Photos Release Form**

This form has been signed by all current members of the Chorus.

**Current Photos of Chorus**

We have been fortunate over the past few months to get some current (and pleasant!) photos of the Chorus at various gigs. Kate has a new camera and has been very generous in taking photos. The Australia Day gig in particular, was a great opportunity to gather usable photos for future promotion at no cost to the Chorus.

**Pull up Banner**

Have procured an additional Pull up Banner for Chorus, we now have two excellent banners for use in upcoming Promotions. We have kept the old banner but it isn’t in great condition and is only able to be used outdoors from a distance.

Kind regards

Sharon Sullivan