



Festival of Chichester – Notes from the Marketing Seminar on 17/01/2019

REMINDER: Thursday 31 January 2019 is the deadline for event registrations!

The Festival of Chichester is a collaborative event run by the community for the community and a wider audience. It is now one of the largest festivals in the South of England and will include over 200 events this summer.

We (the FOC team) are the Festival facilitators who:

- collate applications
- organise the calendar for the Festival in its entirety
- promote the Festival as a whole
- provide a platform for your events in print and digital media
- provide box office services through The Chichester Box Office.

We are asking you to:

- promote your individual events
- help distribute our brochures and handbills
- support each other's events in person and online
- use the Festival logo in all your Festival-related communications.

The Marketing Team has put together a detailed marketing plan for promoting the Festival as a whole through various channels and is also available to help individual organisers with any necessary support and best-practice guidelines. Here are some for you!

A. "Traditional" marketing channels

1. Printed matter – brochures and flyers

17,000 Festival of Chichester brochures will be printed in addition to a quantity of flyers which will be distributed across the area. Do contact us if you can help with this exercise, and make sure that you have added areas that you can cover on your registration form. This will also be a good opportunity to distribute your own flyers, which can be inserted into the brochures. A stock of brochures will be available from the Chichester Box Office – they should always have a decent stock. As a backup, brochures are always available in smaller quantities from the spinner in the Cathedral Cloisters just outside the Cathedral Shop door (not in the café). Please contact us if you need a large quantity.

2. Press and direct mail campaigns

Press releases and mailings are planned and scheduled from March 2019 up to the Festival. The plan will include selected stories of planned events as well as "genre" releases.

Sussex Newspapers Ltd. (The Chichester Observer) is the principal local channel - Phil Hewitt (FoC Chair) is the contact. The Chichester Post have also offered support for the Festival.

We will be sending out regular (but not too many!) e-mails to our list of people who are interested to know more about the Festival events from March through to the end of the Festival, reflecting the press activity we are doing.

3. Radio and TV

A plan is in place for generating publicity about the Festival as a whole on radio and local TV leading up to the Festival. If you would like to use these channels, we can put you in touch with the principal players in our region and give you some tips. They like to deal with individual event organisers.

4. A manned presence during the Festival

We are planning to have a presence in front of the City Council offices in North Street for several days during the course of the Festival. Volunteers will be sought to assist with manning the stand to hand out brochures and advertise Festival events generally. One advantage for volunteers is that they will also be able to distribute their own flyers.

B. Social media channels and third-party websites

The Festival of Chichester uses Facebook and Twitter to extend its reach. If you wish us to help spread the word for you then add the following tags to your posts:

@FestofChi for Twitter

@FestivalOfChichester for Facebook

Also use the hashtag #FestofChi to engage followers on both channels.

Facebook - you may already have, or wish to create, a page for your group. To that you can then also add your events.

We do not currently operate on other channels, as we are a small team with limited resources available. You may consider that Instagram, for example is a better platform for you. We would simply advise that it is better to use **one or two channels effectively** than to spread your activities too thinly.

Planning your content is key to a successful campaign.

Here are some tools that you may find helpful.

Tweetdeck for managing Twitter accounts - <https://tweetdeck.twitter.com>

Buffer for scheduling posts across several platforms. This will enable you to plan your content and where it is posted. - <https://buffer.com>

Facebook has its own **scheduler** for uniquely Facebook posts.

Content is King!

The text used to describe your event in the registration form will be displayed on the Festival of Chichester website, the Chichester Box Office website and the Love Where You Live website, **so make sure it is well crafted with enticing text that does not rely on specialist or 'insider' knowledge from the reader.** A well-crafted description can then be repurposed for other websites and social media posts.

Images

Ensure that you always add an image to your post/website submission.

Ensure that you always use high quality images.

Give your image a meaningful title which makes it easier for search engines to find them (not just "logo" or "IMG 1234").

Follow the guidelines for all sites for their optimum size of images - better to resize and crop an image yourself than have the receiving website software do it for you.

Remember to take good images and/or video clips of your event this year so that you can use it next year.

Use the Festival of Chichester logo as an image where appropriate

Free images are available for general use on:

<https://unsplash.com>

<https://pixabay.com>

<https://www.pexels.com>

If you wish to create your own images:

<https://www.canva.com>

Summary

- We are available to give further help on any of the above topics.
- We can assist with contact details that may be useful for specific websites, publications or other media.
- We can provide you with the Festival of Chichester logo.

In return we ask you to collaborate with us and with each other:

- Attend each other's events and advertise + distribute flyers about others' events.
- Share posts with each other and with us on social media.
- Help us to distribute printed material.
- Help us to man the presence during the Festival.
- Use the Festival Logo where appropriate.

Contact the Marketing Team at: infochifest@gmail.com

Vicki, Jake and Simon