



GUIDE TO MARKETING

A quick how to for promoting shows in Durham.

Introduction

Did you know? There are *plenty* of marketing avenues already open to you, about which you may not yet be aware. Effective marketing of your productions entails spreading the message far and wide. This means that you need to be tapping into an audience further than the college bar regulars, or the library-goers.

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University Press Release

If you fill in the attached Experience Durham marketing form and send it off to experience.durham@durham.ac.uk then we can forward this information on to numerous people in order for your advert to reach staff and students. Some of the platforms reached include:

Staff

- **Dialogue “sign-posts”** events bulletin of which there are 2 versions; one for staff, one for students. This bulletin contains news and information targeted to each audience.
- **VC’s bulletin.** Fortnightly. The VC selects the best stories from the Staff Dialogue Signposts and re-posts them.

Students

- **Experience Durham Bulletin.** This weekly email is sent out to students involved with sport, drama, music and volunteering across the university.

Wider Community

- **Plasma screens** which are situated across the university.



- [University online What's On Guide](#) which is now getting around 400,000 page requests each month, it is possible to include links to venues and/or the DST website for further information and booking online.

The DST What's On Guide

Each term DST compiles a list of upcoming shows and prints around 500 paper What's On Guides to distribute around Durham and the university, as well as distributing electronic copies to various departments in the university. Theatre companies are emailed a form to fill out at the end of each term so make sure that they have all the information!

Student Publications

Palatinate, The Durham Tab, The Bubble and Purple Radio may select shows to feature, but if you wish to request a preview/review/further coverage, here are the relevant contacts:

- Palatinate theatre editor: stage@palatinate.org.uk
- The Bubble drama editor: drama@thebubble.org.uk
- Purple Radio: production@purpleradio.co.uk

Wider community

- [What's on for families](#) is a seasonal publication Spring/Summer and Autumn/Winter which lists events aimed at a family audience.
- [The Journal](#) (culture club section.)

Press Release Templates

Here is a link to the Press Release Templates currently available (select the one for "musical performance")

<http://www.dur.ac.uk/communications.office/local/media.relations/templates/>

Prospectus

For your chance to have your photos, images, comments and quotes featured in the University prospectus, send photos to Karen Frost (k.i.frost@durham.ac.uk) and they may feature this information.



THEATRE THAT SPEAKS VOLUMES



A Durham Student Organisation
Managed by Experience Durham

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