



**Publicity and Marketing report
for AGM, 2nd December 2021**

The Committee members with responsibility for publicity and marketing are: Sarah Russell (social media), Carol Frogley (events notifications) and Sally Morris (website). In addition, Liz and Chris Williams offer invaluable support, particularly on the sponsorship side; and Eleanor Steinitz has designed attractive and eye-catching posters/fliers. Mike Overend decided to step down from the publicity and marketing group after handing over responsibility for the website.

Despite not having any live events to promote during the past year, the group has been quite active. In the Spring the website was updated – while retaining many aspects of the existing ‘look’ – and, following a competition entered and voted on by choir members, a new logo was adopted on both website and printed materials. We have received several approaches, via the online ‘Request an Audition’ form, from potential new singers; we also received an invitation to provide singers for a private Christmas event, although we were not able to help on this occasion.

Although our existing, Mailchimp mailing list has 110 members, we know that this is an ageing cohort. We therefore decided that if we wanted to appeal to a younger age-group, we needed to make active use of a variety of social media channels. The Chantry Quire is now well represented on Facebook, Twitter and Instagram, with updates whenever there is something new to report. On Facebook we are now followed by over 100 people, and the new Instagram and Twitter accounts are gradually accruing followers too. Sarah is trying to build up more by following other similar groups to ours, plus some of the higher-profile ones, in the hope of gathering more ‘likes’. Facebook currently seems to be the most successful social media platform, as the more established of the three. It is always helpful if any new updates are ‘liked and shared’ by followers, so please do so to help raise our profile.

With the aid of both social media and the website, we promoted the *Passiontide* video extensively; as a result, the full video was viewed nearly 800 times, and those who viewed it contributed over £1000 in direct donations to the Aldingbourne Trust, with which the Trust was of course delighted (CQ was also able to contribute £200, representing Gift Aid on the eligible donations we’d received for the costs of the video itself). Although the *Allegrì Miserere* had to be removed after a month for contractual reasons, the 4 other pieces remain permanently available on the Chantry Quire YouTube channel which we set up for this purpose (and, we hope, to host additional recordings in future); they serve to give a flavour of our work to potential new members, as well as to potential venues and sponsors.

With the cancellation of the Summer concert, our publicity plans (including an attractive poster designed by Eleanor) had to be aborted. However, the Brahms concert was publicised as widely as possible (we are particularly grateful to Nick and Eleanor Steinitz for their hard work in distributing fliers around the area). We have drawn up details of all the media, press and other contacts we are aware of, though we are always grateful for additional suggestions; responsibility for contacting all

of these is shared between the members of the sub-group. We are also keeping a note of quantities of posters and flyers produced, so that we can monitor our requirements as accurately as possible for the future.

Needless to say, we would very much welcome additional help from anyone who has an interest in the publicity and marketing side of things!

Website: <https://www.chantryquire.org.uk>

Facebook: <https://www.facebook.com/chantryquire>

Twitter: @chantry_quire

Instagram: https://www.instagram.com/chantry_quire/

YouTube: <https://www.youtube.com/channel/UC3e34IYETfDKjqEFFAQz9NA>