

Marketing and Public Relations Report

January 2015

Valentines Marketing

Valentines promotional handbills are in the mail. Thanks to the Marketing team for their hard work. Flyers for distribution have been created and printed and delivered to the Chorus at the first chapter meeting of 2015. One email announcement was broadcast on or about December 26, 2014; another should go out approximately January 15, 2015. Online ordering is available.

Spring Show Marketing

Spring show handbills will be produced before delivery of Singing Valentines. We have a date, venue, and guest artist. We need ticket pricing and marketing approval from the guest artist before handbills can be created. Ric King has agreed to handle ticket sales for the Spring Show.

Harmony Sweeps will be held in San Francisco on March 14, 2015. I will explore marketing opportunities in their show program.

Upcoming Dates

2015 Singing Valentines	Email Push	January 15, 2015
2015 Spring Show	Guest Artist marketing materials due	January 29, 2015
2015 Spring Show	Handbills Created	February 7, 2015
2015 Spring Show	On-line Ordering Available	February 13, 2015
2015 Singing Valentines	Valentine's Day	February 14, 2015
2015 Spring Show	Email Announcement	February 21, 2015
2015 Spring Show	Press Release	February 24, 2015

Respectfully submitted,

Jeff Harris

2015 VP Marketing and Public Relations

Palo Alto-Mountain View Chapter, SPEBSQSA

Silicon Valley's Barbershop ChorusSM