

Marketing and Public Relations Report

May 2015

Vocal Clinic Marketing

Jerry Wong is handling most Vocal Clinic Marketing. Choir Directors were invited to our show in conjunction with a vocal clinic marketing email. This was designed to raise awareness of our craft, our chorus, and our ability to present a vocal clinic.

Tear off flyers are being created, and email announcements to ba-choir and ba-acapella with flyers are planned for release.

Auditions for Admission Marketing

Once a date and venue are confirmed, marketing in and around the venue may begin.

Fall Cabaret Marketing

Cabaret inserts were available at our Spring Show announcing a date and guest artist. Cabaret flyers will be created when all information is available.

Web Properties Update

The form required by the domain registrar to change registration information has been pre-populated and sent to Steve Sammonds for his signature and photo ID. The Registrar may require a notarized letter from the Chapter authorizing Sammonds as a signator for purposes of domain registration.

Respectfully submitted,

Jeff Harris

2015 VP Marketing and Public Relations

Palo Alto-Mountain View Chapter, SPEBSQSA

Silicon Valley's Barbershop ChorusSM