

Marketing and Public Relations Report

March 2017

2017 Spring Show [continuing]

Online ticketing will be utilized through FormStack. Physical Tickets will be purchased. Further details will be available after they are discussed at the March Board Meeting. Tickets are believed to have a \$28 face price, with all members having a promotional code to save \$3 off the purchase price of each ticket. All promotional codes should expire no later than 11:59 PM April 21, 2017. Promotional Codes will be offered to our guest artists to track their referred ticket sales.

Marketing efforts are scheduled to begin around March 10, 2017, pending availability of guest artist information and show times.

2017 Vocal Clinic [continuing]

Fullcalendar.com will be used to spread the marketing to print and other appropriate media in the Bay Area approximately April 1. The website still needs to be updated.

2017 Fall Cabaret [continuing]

No new actions. Fullcalendar.com will be used to spread the marketing to print and other appropriate media in the bay area on or about October 1.

Note the conflicts with NE/NW Leadership & Harmony Academy. The week before is Veteran's Day and the week after is Thanksgiving. If the Fall Cabaret moves into December, it is suggested that we arrange for a Toys for Tots container drop off. Possibly integrate with a free drink coupon or a few free raffle tickets with a Toys for Tots donation.

Web Properties Update [continuing]

All domains have been renewed for 2017 and have been consolidated into one domain registrar account.

Peninsulaires Platinum Jubilee [continuing]

Friday, November 9, 2018, the Peninsula Chapter turns 70 years old. A homecoming/reunion event and multi-media production will be attached to the 2018 Spring Show. A Reunion Chair will be found and appointed to coordinate between Marketing VP, Music VP and labor.

Dave K. has donated 2 hours of studio time for video recording of promotional materials for the Platinum Jubilee and other marketing needs. A script and cast need to be procured from available human resources.

The Diamond Jubilee will be Thursday, November 9, 2023, and the Centennial Jubilee is Monday, November 9, 2048.

Upcoming Events [continuing]

Service	Expiration	Approximate 1 year renewal cost
Web Hosting	2017-07-14	\$25
FreeVoiceLessons.net	2018-02-19	\$11

Barbershop-Harmony.org	2018-06-25	\$11
ThePeninsulaires.com	2018-06-21	\$11
ThePeninsulaires.org	2018-06-21	\$11
ThePeninsulaires.net	2018-06-21	\$11

Peninsulaires Platinum (70) Jubilee	November 9, 2018
Peninsulaires Diamond (75) Jubilee	November 9, 2023
Peninsulaires Centennial (100) Jubilee	November 9, 2048

2017 FWD Spring Convention & NE/NW Division Contest	March 9-12, 2017; McClellan Park, CA
2017 Peninsulaires Spring Show	April 22, 2017; San Jose, CA
2017 BHS International Convention	July 2-8, 2017; Las Vegas, NV
2017 FWD Harmony Camp	September 8-10, 2017
2017 FWD Fall Convention & Contest	October 19-22, 2017; Bakersfield, CA
2017 NE/NW Leadership & Harmony Academy	November 18, 2017
2017 Peninsulaires Fall Show	TBD

2018 BHS Midwinter Convention	January 26-21, 2018; Costa Mesa, CA
2018 NE/NW Division Contest	TBD; Conflicting date with VoCal show
2018 Peninsulaires Spring Show	TBD
2018 BHS International Convention	July 1-8, 2018; Orlando, FL
2018 BHS Harmony University	July 22-29; Nashville, TN
2018 FWD Fall Convention & Contest	October 11-14, 2018; Fresno, CA
2018 NE/NW Leadership & Harmony Academy	November 17, 2018
2018 Peninsulaires Fall Show	TBD

2019 FWD NE/NW Division Contest	March 21-24, 2019
2019 BHS International Convention	June 30-July 7, 2019; Salt Lake City, UT
2019 FWD Fall Convention & Contest	October 10-13, 2019; Sacramento, CA
2020 FWD NE/NW Division Contest	May 15-16, 2020

Respectfully submitted,
 Jeff Harris
 2017 VP Marketing and Public Relations
 Palo Alto-Mountain View Chapter, SPEBSQSA
 Silicon Valley's Barbershop ChorusSM