

August 2013 PAMV Marketing Report for September 7th Board Meeting

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Marketing VP

Working on a new Peninsulaires' website. All board members will have the opportunity for their input before it launches.

Overview

1. Platform will be consistent with Groupanizer;
 2. When complete - update access will be available to designated members only;
 3. **Message - Joy of music shared to our audience and shared among members**
- Goal - compelling message: it's fun, it's rewarding, it's a challenge, it's worth the effort.
Unique style of music – a cappella, 4 part, tight harmony

Barbershop style

Early American (show tunes, jazz, blues)

Contemporary arrangements that are fit within 4-part harmony style

Chapter, part of the BHS

- Organization provides access to a wide range of music (per ASCAP standards)
- Training (via Harmony College, etc.)
- Twice yearly competitions:
 - Adjudication provided to improve performance,
 - Scoring of songs provides a method to compare Peninsulaires with other choruses within region

Community service / outreach

- Free vocal training
- Public performances - Gratis and for a fee depending on circumstance
 - 2 annual paid performances

Camaraderie with fellow members

- Work together, shared goal in producing top-quality music

Events / calendar

Non-profit entity

Plan:

a. Promotional Segment

- Short, informative video clips: song segments, chorus member interviews, director and vocal coach messages about chorus.
- Still pictures with brief text

b. Event calendar and chorus member roster would not change, unless members are anxious for something new.

No rollout timeframe yet. Plan to form committee during September with people in chorus with varied skill sets: video, message and content, still pictures, final production – editing, graphical look and feel.

Comments are welcome, written comments preferred.