**September 2013 PAMV Marketing Report**

**for October 4th Board Meeting**

**Nigel Endersby, Marketing VP**

**Marketing**

The initial flyer for Cabaret was distributed.

**Website**

     The current website functionally works (answers the: who, what, when and where questions for the repeat visitor) it but it does not:

     a. inform the prospective Peninsulaire, why he should join;

       b.  Inform the person looking to hire the chorus about the types of music that we sing i.e. it does not provide enough information about our past performances, for the public that is no familiar with the chorus, to make an intelligent decision about hiring us.

The goal in creating the new website will be to compel prospects to audition and engage interested parties to hire us.

The new website will not be launched until we have received input from each board member and a number of non-board, chorus members.