

How to help us publicise your event at St Mary & St Giles Church

Music for All @ SMSG uses various methods to publicise the musical events which take place in the church. We want to help you get as large an audience for your event at the church as possible and offer the following suggestions, which we have found useful with our own events.

We will happily promote your event through all the media at our disposal, but we do need the information and items listed below ideally two months before the date of your event unless otherwise stated.

Posters and flyers/leaflets

Please make your poster design bold and eye catching. We place posters in the clip frames outside the church and in notice boards around town, however if the poster does not attract attention because the essential information is hidden in the layout or too much text, then fewer people are likely to notice it.

A good poster includes the following information:

- Title of concert – ideally something evocative or stimulating curiosity about the content
- Name of group/key performers
- Name of any guest performers or director of the main group
- Date and time of concert
- Short phrase about the concert (type of music/audience), usually no more than ten words at most
- Ticket price(s) and where to purchase them in advance
- Performer website address(es)

Good poster design includes the following elements:

- Large, bold and easy to read font for the main title (italics or very script-like fonts are not easily readable at a distance)
- Easy to read font (preferably the same font as the main title) for all other elements
- Only 2 different colours of text, a mix of bold and not bold (for example the short piece of information about the concert would not be bold or large and would probably be in the less prominent colour).
- An image which complements rather than crowds out the essential information – a striking image will catch the eye; if you are using a background image with the information text overlaid, then consider making the image recede into the background by greying it out a bit (without losing the colour) and use a contrasting colour for the text.
- Information spaced cleanly across the poster rather than all bunched together in one corner, though ticketing information in small print can be in a block
- Logos of the main performing groups

Please give us copies of the posters several weeks before the event to display around the church; we like to have a couple of A3 posters, several A4 posters and plenty of A5 flyers/leaflets (if you have produced them).

Flyers can have more information on the back with the poster on the front.

You can also ask Stony Stratford library to display a poster.

Websites

We include your event on the Music for All @ SMSG website What's on listing at <http://www.musicforallsmg.org/whats-on/>. We always need the type of information you include on the poster, plus a short paragraph of descriptive information about the event, including key works. We usually need this information at least 2 months before the event.

If the performers have a website or have the event listed on their website, we include a link to this website from our What's on listing and in our monthly enews.

Monthly e-mailing list

Music for All @ SMSG now has over 600 subscribers to its monthly enews email which goes out in the first day or so of each month, covering all music events at the church that month. We know from feedback that this email draws in audience members, and that if we include performer website links, there is noticeable 'click through' to other organisations, reinforcing knowledge about them. We can reuse your website or poster information in this mailing list unless there is additional information you would like us to carry, in which case please supply it by the 20th of the month before your event.

Social media

We use Facebook and Twitter to publicise events. If you use these social media sites to publicise your events, please send us a link to the Facebook event and we will display it on our Facebook page.

If you don't have Facebook please let us know and we will set up an event on Facebook using the information you provide.

We also notify Stony Stratford Facebook sites of events at SMSG (e.g. Stony Stratford Network, Stony Stratford What's On, Life in Stony Stratford).

We use Twitter to link to the What's on listing and to post about your event in the week leading up to it. Please tell us the Twitter identity you would like us to tag and please tag @SMSG_organ (which is the Music for All @ SMSG twitter account) if you tweet about the event.

Stony Town Crier entry

Depending on the lead time between you booking the event at the church and it taking place, we can sometimes get your event listed in the Stony Town Crier magazine, which is a quarterly publication delivered to all homes in Stony Stratford, Fullers Slade and Galley Hill. The listing is not very detailed, so only the top headline essential information (title, date, time, performers, ticket purchasing information) is needed. We have to submit information in February to cover April-June events, and so on.