



Publicising your event at the cornerHOUSE

We cannot guarantee to find you an audience or customers and it is essential that you do all you can to sell your own event. If we are providing volunteers for your event or you are hiring the cornerHOUSE on a box office split basis, we reserve the right to cancel events and/or shorten runs if we are not convinced that enough effort has been put in by you to promote your event. We will not take this decision lightly, or without consultation, but it is in everyone's interest, including your own, that best efforts are made to maximise ticket sales.

We will happily do our part in getting the message out there if you wish, but you will need to do the following to enable us to help with this. At least six weeks before your event date you must:

- Provide a title for your event;
- Give a short paragraph describing your event and why people should come to it. If you have a particular demographic in mind, please make this clear (“this is for adults” “particularly suited to young families” “for accompanied children only” etc.);
- Provide a strong graphic, photos and/or a poster format in a high-resolution format that can be used in various media;
- Give details of relevant dates, 'doors open' and 'performance' times and how people can buy tickets;
- Provide a contact for people requiring more information.

Provided we have all this information, we will display your posters and flyers at the cornerHOUSE for the six week period, include the event in our e-newsletter distribution and add it to our social media.

We suggest you consider making media releases, update your own social media vehicles regularly during the run-up to the show, including, for instance, rehearsal photographs, line-up changes, interviews etc.

The aim is, of course, full houses which will make your event successful and financially viable.

A detailed list of links to local media and other promotional measures we find useful is available on request from the CornerHOUSE artistic team at thechartistic.team@gmail.com.

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www.thecornerhouse.org

**The Douglas Centre Trust (a registered charity no. 1047038, limited co. no. 3057887)
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