

Marketing Tips for Presenters

This sheet outlines tips for presenters to help make your season of The Grimstones a success. The shows have proved immensely popular with audiences, and audience size tends to swell during the season as word of mouth spreads. The following marketing methodology will help entice audiences to your show early in the season.

- Use our templates to create beautiful full colour posters and handbills and arrange for their distribution in cafes, libraries, schools and throughout the streets in your region.
- Use our template to create an email flyer, and send it to your mailing list.
- Promote the show on your website, and provide a link to us so that we can also promote details on our website, and distribute the flyer to our mailing list.
- Display our Foyer Preview on a television in your foyer in the lead up to the show.
- Adapt our generic media release to suit your season, and send it along with one of our beautiful production shots to print and digital media in your region. If you don't already have a media list we recommend you compile a list of local papers, radio stations, television channels and magazines to target for this. The artists have an excellent track record in attracting journalists to create feature articles promoting the show.
- Provide complimentary tickets to local media to gain reviews of the show.
- Contact schools in your region, especially schools with Deaf students or that teach Auslan, and invite them to bring groups to the show, or ask that they let their students know it's on. Use our comprehensive Teaching Resources, which are jam packed with pre and post show activities, to attract teachers to book. We also offer a comprehensive workshop programme for school groups, so you may wish to promote a package deal. Please contact us for a list of schools in your state that teach Auslan.
- Promote the show through your local libraries, emphasising the theme of giant books, which inspire a sense of awe about books and reading.
- Encourage libraries and schools to pre-purchase our book, *The Grimstones – An Artist's Journal*, a few weeks ahead of time, to create displays and a sense of anticipation about the show. Also create your own displays of the book along with posters at your venue.
- Offer workshops such as simple puppet craft activities in the lead up to the performances, to help build a sense of anticipation. Our free Teaching Resources include sample stick puppets.
- Create Grimstone-inspired displays. One innovative venue created beautiful displays in glass cases, with posters of the The Grimstones at the back, and a collection of miniature and gothic objects that had been offered by local children arranged artfully in the foreground.
- Place The Making of The Grimstones Exhibit in your foyer, in display windows, or in your local library to attract audiences. The artists usually bring the exhibition with them – if there are no prior bookings for the exhibition you may wish to have it freighted to you ahead of time.
- Use our beautiful 30 second television commercial to provide advertisements for the show on local channels.

