



## WANDSWORTH ARTS FRINGE COMMUNICATIONS TOOLKIT

### Introduction

Welcome to Wandsworth Arts Fringe! We're delighted that you're part of this cutting edge, community-focused festival.

This document is designed to give you ideas for promoting your presence at the Fringe. It is written for artists, groups and venues, but some areas will be more relevant to some than others. It will build on the marketing and communications work you will already be doing and maximize the benefits of being part of the Fringe.

### Contents

The document is divided into five sections:

1. Audience Development
2. Partnerships
3. Promotion
4. Public Relations
5. Logos

### Contact us

Please get in contact if you have any questions. We have some on-going staff changes so the best option is to email [arts@richmondandwandsworth.gov.uk](mailto:arts@richmondandwandsworth.gov.uk) in the first instance and we'll direct your query to the right person.

Alternatively, if you would like to you can contact:

Cath Mattos, Fringe Producer, please email

[Cath.Mattos@RichmondandWandsworth.gov.uk](mailto:Cath.Mattos@RichmondandWandsworth.gov.uk)

Lelia Greci, Arts Programme Manager, please email:

[Lelia.Greci@RichmondandandWandsworth.gov.uk](mailto:Lelia.Greci@RichmondandandWandsworth.gov.uk)

**facebook.com/wandsworthartsfringe**

**Twitter: @WAFfringe #WAF2020**

**Instagram: @wandsworthartsfringe #WAF2020**



## Section 1: Audience Development

Here are some key areas to consider when thinking about developing your audience. It's worth noting that having this information in place will always be helpful for fundraising and grant applications so research your audience as much as you can.

- Who is your current audience?
  - Geographic - where do they live?
  - Demographic - age, gender etc.
  - Psychographic: values, attitudes, interests, lifestyles and opinion
  - Behavioural: What do they do? What do they read? Where do they go? Which venues do they visit? Which events do they attend?

Thinking about the above may identify some opportunities for growth that you may not have considered.

- Who would you like to be your audience?
  - Are you presenting a new work to reach a new demographic?
  - Have you identified an audience base you would like to engage with?
  - Would you like to target a particular component of your existing audience? (e.g. young people)
- Who are your potential partners? They may be local providers or groups reaching the same audience as you.
  - Have a think about what they could offer you
  - How could you link with them? What 'collateral' have you got that could be of interest to them? More on this in our 'Partnerships' section
- Find out if your marketing has worked!
  - Think about how to evaluate your marketing – this could include feedback forms, box office statistics and conversations. Ask questions that can help you inform your marketing decisions going forward and also help you learn how to improve on your event. For example - 'how did you hear about this event?', 'would you recommend this event to a friend?', 'how would you rate this event?' (on a scale of 1 – 10 with comments).



## Section 2: Partnerships

Partnerships provide many benefits, such as promoting your event to a new audience. You may have some partnerships in place already – with certain organisations, services, local networks, venues etc., or you may want to develop some specifically for the Fringe.

Some points to consider when establishing partnerships:

- Identify what you are trying to achieve
  - Do you want to link with other venues or events locally, and start signposting local audiences to each other's events?
  - Do you want to grow a new audience demographic – for example work with small children? If so, you may want to forge partnerships with people already working in this area.
- What you can offer/what you can ask for
  - Partnerships need to be mutually beneficial so make sure that the perceived value of what you offer matches what you ask for. Ideas include:
    - Coverage in print communications (flyers/posters, etc.)
    - Coverage on website
    - Promotion on social media
    - Access to third party database
    - Coverage on e-newsletters
    - Branding at venue/event
- Identify your potential partners. These may include:
  - **A media partner** (such as Wandsworth Guardian, Nappy Valley.net) can bring significant mutual benefits, such as access to each other's audiences. Talk to them about what they would like to achieve and how you can access their audience.
  - **A venue** could provide you with an up-to-date local press contacts list, access to their mailing list, inclusion in their programme as well as knowledge of the potential audience. The Arts Team can give you a list of some venues in the borough of Wandsworth.
  - **Other Fringe Participants.** Linking with other fringe participants is vital – you can share knowledge, good practice, audiences and marketing distribution. This document will look at this in more detail
- Establish mutual communication
  - Allow time to create your relationship. Have meetings early on to establish a joint campaign. Learn about each others' work.



- Be flexible! Flexibility of time and objectives are key to a successful partnership.
  - Time and budget (for all partners)
    - Agree your timelines and any projected costs that may be incurred so you can set expectations
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### Section 3: Promotion

Promotion is how your event is presented or communicated to the target audience. It can include digital (e.g. Facebook) or print (e.g. Wandsworth Guardian) advertising, flyers and posters, press, PR and email marketing.

**It is important that** all your posters, flyers and brochures reflect the look of the whole Wandsworth Arts Fringe promotional campaign. It is key to include your branding and the Wandsworth Arts Fringe brand (you can download the logos from [wandsworthartsfringe.com](http://wandsworthartsfringe.com) or contact the Arts Team to request logos). This association will give your event added credibility and endorsement. It will also help promote other events on the network and direct your audience to the rest of the Fringe marketing material (website, press, brochure, etc.) where they will find more information about your event.

### Social media

Plays a big role in promoting WAF. We operate across the three main platforms- Twitter, Facebook and Instagram, with strong followings across each.

#### Twitter:

- Our Twitter profile is at [twitter.com/WAFfringe](https://twitter.com/WAFfringe)
- We have 3.4k followers
- **Tag us** in your posts @WAFfringe
- Use our **hashtag #WAF2020** - by using our hashtags people will be able to find you easily and so will we which means we'll be more likely to retweet your tweets.

Here is a list of suggested tweets. Where possible insert a picture and a link (e.g. to your listing, ticketing site or your own website - shorten the url\*):

*We're getting ready to take part in #WAF2020*

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*We will be presenting (NAME OF YOUR EVENT) at (NAME OF VENUE – LINKED) on (DATE) get your tkts (WEB ADDRESS) #WAF2020 #(AREA: i.e. TOOTING)*

*15 tickets left! You know you want to. Grab one here (LINK) #WAF2020 #(AREA) #(VENUE)*

*Our posters and flyers have arrived! Very excited (attach image) #WAF2020*

- \*Make the most of the twitter character limit by shortening your links using a url converter e.g. <https://bitly.com/>
- If you have videos, you can create a YouTube channel or Vimeo channel and link your account with the WAF account to replicate the message and have a bigger impact.

## **Instagram:**

Instagram is a great place to post pictures and videos, and it is free to create an account.

- **Follow us** @wandsworthartsfringe
- **Tag us** in your posts
- Use **hashtag #WAF2020** when you're posting.

Send any images you have of your show – rehearsals, workshops, the set etc. - to [arts@enablelc.org](mailto:arts@enablelc.org) and we will be happy to post these on our social media accounts.

## **Facebook:**

- Follow us [facebook.com/wandsworthartsfringe](https://www.facebook.com/wandsworthartsfringe)
- This is where we post images and videos, promote the Fringe, and link with other participants. Please tag us so that we know what you are doing!

## **SO - TOP TIPS!**

Remember to:

- Tag us in your posts, so you can promote the fringe/ our social media pages to your audiences!
- Use the correct hashtag **#WAF2020**

**And...**

- Sites like Facebook, Twitter, YouTube or Instagram work very well to promote your event but these need to be kept updated with regular



stories/information. Think about the kind of content you are posting and consider what could ‘go viral’ (i.e. generate enough interest from your followers that they forward your post).

- Keep this commitment in mind before creating your profiles so you don’t create more accounts than you can handle. The interaction between users and your company is key so having at least one team member responding and updating them is ideal.

**Newsletters and email marketing**

- If you have a good email database, you could use it to update people about your event. There are some free providers such as [Mailchimp](#) and you can design a friendly user email that reaches your audience. This should be branded with your image and we strongly suggest also with the Fringe brand.
- [Hoop](#) is an app that lists family friendly events and activities happening across town. It is free to create an account, and great for you to list your own event for WAF. Last year Hoop highlighted 13 events that are fab for families, of which three were WAF events! 7% of WAF’s audience say they found out about the event they attended through Hoop.
- The [Get Creative Festival](#) promotes all creative participative activities taking place in the UK between 11 and 19 May. So don’t forget to register your event on their website if it has a ‘joining in’ element, it’s free!

**Advertising**

Advertising can be very expensive and not very targeted. If you do want to use paid advertising, you should get clarity on:

- The reach of the publication or site (i.e. what is the circulation /how many unique users)
- Where you advert will be featured (e.g. what page in a newspaper or on a website to make sure it doesn’t get missed)
- When the advert will be made public

**A) Advertising contacts**

Here are contact details for advertising in various local newspapers/magazines/websites. Most printed publications will have a related website. Note: these are fairly general publications and you may also want to research/consider more niche ones.

Company	Name	Email
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Newsquest (Wandsworth Guardian/Wimbledon Guardian/Kingston Guardian etc)	Advertising Queries	<a href="mailto:slg.ads@london.newsquest.co.uk">slg.ads@london.newsquest.co.uk</a>
Capital Media Newspapers Ltd  Pulse/South London Press	Candy Brown	<a href="mailto:ali@slpmedia.co.uk">ali@slpmedia.co.uk</a>  <a href="https://www.londonnewsonline.co.uk/advertising/">https://www.londonnewsonline.co.uk/advertising/</a>
The Art Newspaper		<a href="https://www.theartnewspaper.com/information/advertise">https://www.theartnewspaper.com/information/advertise</a>
Archant (local magazines including SW Resident)		<a href="mailto:archant@mediaforce.co.uk">archant@mediaforce.co.uk</a>
Nappy Valley	Annabel	<a href="mailto:annabel@nappyvalleynet.com">annabel@nappyvalleynet.com</a>
Time & Leisure – Wimbledon/Wandsworth / Putney and Barnes	Susan Bann or Tania Toohey	<a href="https://www.timeandleisure.co.uk/contact-us/">https://www.timeandleisure.co.uk/contact-us/</a>
Time & Leisure- Clapham/Battersea and Fulham	Melanie Burgess	<a href="https://www.timeandleisure.co.uk/contact-us/">https://www.timeandleisure.co.uk/contact-us/</a>
Eve Standard and Metro		<a href="http://metro.co.uk/2017/03/24/useful-numbers-2-4164977/">http://metro.co.uk/2017/03/24/useful-numbers-2-4164977/</a> <a href="http://moremetro.co.uk/contact/useful-numbers/">http://moremetro.co.uk/contact/useful-numbers/</a>
WandsworthSW18.com	Ads FAQs and contact	<a href="mailto:info@neighbournet.com">info@neighbournet.com</a>  <a href="http://neighbournet.com/server/common/adfaq.htm">http://neighbournet.com/server/common/adfaq.htm</a>

Updated January 2020

## B) Online advertising

In addition to the contacts mentioned above, you may want to consider:

- **Online ads:** See table above. Also, most social platforms (such as Twitter and Facebook) offer advertising to promote your content. Consider carefully the impact this could have within your campaign and if it is the best way to reach your audience.
  - **Facebook and Instagram** (both run through Facebook) advertising is among the most affordable options as you can run adverts for any

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amount and decide targeting and timelines for. You'll need to have or create a show page or business account to do this.

- **Online listings** - here are examples of listing websites (some are also printed publications) where you can either upload your event for free, or pay for a listing. You will need to create your own account in each one you want to use.

- |                          |                                |
|--------------------------|--------------------------------|
| ○ Artforum               | ○ OOKL                         |
| ○ Art Rabbit             | ○ Remote Goat                  |
| ○ Art Monthly            | ○ Resonance Fm                 |
| ○ Artslant               | ○ RA Magazine                  |
| ○ Contemporary Art Daily | ○ Press Association            |
| ○ Critical Network       | ○ Putney Social                |
| ○ Culture 24             | ○ Spoonfed                     |
| ○ Daily Telegraph        | ○ The Art Newspaper            |
| ○ Don't Panic            | ○ This is London               |
| ○ Engage                 | ○ Time Out London ARTS         |
| ○ Families Magazine SW   | ○ Time Out London Things to Do |
| ○ Guardian Guide         | ○ Urban Explorer               |
| ○ Hoop                   | ○ View London                  |
| ○ I send you this        | ○ Visit London                 |
| ○ Skint London           | ○ Wandsworth SW18              |
| ○ Mumsnet                | ○ Lets go with the children    |
| ○ Pictify                |                                |
| ○ Primary Times          |                                |

## C) Display media (Posters, flyers, pamphlets and brochures)

- Where and how will these be distributed? There are companies that provide delivery of events flyers and posters, such as Don't Panic, Mobius and London Calling.
  - If you decide to distribute your own printed material, it's important to have a structured plan:
    - Who is your audience and where can you find them? (Cafes, schools, libraries, local businesses, GP surgeries, etc.)
    - Create a database of where posters can be placed. This can be referred to and updated in years to come.
    - Collect information about the display venue and get permission to send your promotional material. Develop a relationship with a specific point of contact.
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## Section 4: Public Relations (PR)

### Press Releases

To generate editorial coverage for the festival, the Arts Team will write and distribute dedicated WAF press releases. These will promote the Fringe programme as a whole, inviting journalists to find out more about the single events.

You will need to coordinate your own PR campaign to secure editorial coverage for your own event. Write a press release to send it to journalists. You will need to create a 'story' – a 'hook' that will generate their interest.

It is also a good idea to build relationships with journalists, don't just email – call if possible, and invite them to your event to create long-term relationships. A small list of genuinely interested journalists who will support your project usually gets much better results than a long list of people who don't know you or your work.

For your press release:

- Keep in mind that journalists receive many press releases per day so ideally send something with a catchy title with clear and concise information so they can quickly get all the information they need. Usually they are a single page or 450 word maximum.
- Bullet points are a good way of clearly disseminating key information.
- Remember to create a 'hook' that will generate interest. What story can you tell? Human interest or a local connection can be a good point of interest.
- Use the 5 Ws to write your press release: What, Where, When, Why, Who:
  - Ensure the press release includes key information: description, prices, dates, location and contact details.
- Use quotes (things you or others have said about your project) that journalists can use in their pieces (visitors, artists or audience can be quoted).
- The best way to send press releases is by email. You could also have some printed to hand out physically if you are expecting journalists to attend your event or meeting a journalist for a face to face interview.
- Only use real information and facts.
- Check the grammar and spelling before sending it.
- Have high -and low- resolution images and logos with the full credits available for press and tell them that you have them available in case they need them. Perhaps send a low-resolution image in your first email to grab their attention. Do not send high-resolution images on spec.

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- Online tools such as Dropbox or wetransfer.com allow you to distribute your larger files (such as high-resolution images or video clips). Let the journalists know if you will be sending your images via any of these channels.

Here are a few editorial contacts to get you started. Note, these are quite general publications and you may want to include more niche publications.

Name	Publication	Email
Chris Caulfield	Content editor for the Richmond and Twickenham Times and the Wandsworth Guardian	chris.caulfield@newsquest.co.uk
	Totally Clapham	mail@totallyclapham.co.uk
Sandi Bloomfield	Putneysw15.com	editor@putneysw15.com
Louise Salmon	Wandsworthsw18.com	editor@WandsworthSW18.com
Francesca Young	London Town	francesca@londontown.com
Fiona Hughes	Standard	fiona.hughes@standard.co.uk
Chantal Borciani	Time and Leisure	chantal.borciani@timeandleisure.co.uk
	South London Press	<a href="mailto:Toby@slp.co.uk">Toby@slp.co.uk</a> / <a href="mailto:slav@slpmedia.co.uk">slav@slpmedia.co.uk</a>

*Updated January 2020*

## Word-of-mouth

- Word-of-mouth is the most common way people hear about events.
- If you have many dates during the Fringe weeks, it is key that you generate the biggest possible audiences for first dates, that way it will be easier to create a buzz and for word-of-mouth recommendations to spread.
- You can offer discounts for the opening event or performance, or 2 for 1 for the previews – maybe offer them through your social networks or as early bird offers, or as Buy One Get One Free.
- You could offer key guests with a local following free tickets and ask them to Tweet or post on social media if they enjoy the show.
- There are many opportunities to promote your event, such as meetings, gatherings, etc., so always keep your event and the Fringe in mind. Talk about your event whenever you can and always invite people to visit the Fringe website for more information. Try to keep some printed material with you (flyers, Fringe brochures, invitations, etc.) to distribute at an opportune moment.
- Take advantage of the platform provided by the festival launch event to promote yourself and your activities across networks including local VIPS, arts



industry and community – by showcasing your offer and inviting your own contacts.

- Where possible, distribute WAF brochures in your venue.
- Champions - consider asking your board or volunteers to promote your event to a group of 10 people. This way these people will do the same through their networks and it is easy for the message to become viral.

### **Staff and volunteers**

It is important that your staff, artists and volunteers are fully briefed on your activity and are aware that you are part of the Wandsworth Arts Fringe. They will be the first point of contact for audiences, partners and stakeholders.

Please remember to mention WAF at the beginning or at the end of your event. If everyone does this, it grows audiences across the festival and benefits us all.

### **Section 5: Logos**

Please use the Wandsworth Arts Fringe logo on all your marketing communications, respecting the Logos Guidelines set out on the website.



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If you have been awarded a WAF Grant or your project forms part of a Wandsworth Grant Fund project, you need to use the following logo strip:



For high resolution logos go to [www.wandsworthartsfringe.com](http://www.wandsworthartsfringe.com) or contact [arts@wandsworth.gov.uk](mailto:arts@wandsworth.gov.uk)