



How to effectively and collaboratively market touring work

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The toolkit for tour marketing provides useful resources and signposting for carrying out effective tour marketing in collaboration with venues. Top tips were developed from a discussion at an Audiences London project supporting dance companies, funded by ACE.

The Audience Agency is a not-for-profit organisation created out of the merger between All About Audiences and Audiences London Plus in 2012.





Tour Marketing

Top Tips for effective marketing in collaboration with venues

- Understand the venues' audiences and their catchment area
- Sell your work first to the venue staff
- Don't assume there's a venue audience for your work or artform – think laterally cross-artform
- Share the marketing effort between company and venue appropriately ie. help each other to target more unfamiliar audiences
- Consider different marketing messages, selling the benefits in different ways, for different audience segments
- Always have your copy read by someone not expert in marketing or your artform – think about the messages that will appeal to non-artform specific audiences or first-time attenders
- Use social media intelligently – it's about building relationships
- Evaluate experiences between companies and venues

The above was developed through discussion as part of an Audiences London project supporting dance companies, funded by ACE, London – details available at www.audienceslondon.org.

Tour Marketing Resources

For a best practice guide to tour marketing download the ACE guide, **Marketing and touring, a practical guide**, by Heather Maitland: www.artscouncil.org.uk/publication_archive/marketing-and-touring-a-practical-guide-to-marketing-an-event-on-tour

For a guide to developing a marketing plan use

This Way Up, A flat-pack guide to marketing the arts, by Caroline Griffin for the Arts Marketing Association
www.a-m-a.org.uk/

A more recent **guide to marketing your work on tour** by Arts Audiences and Heather Maitland can be downloaded from the Arts Audiences website - <http://artsaudiences.ie/2010/04/a-guide-to-marketing-your-production-on-tour-coisceim-heather-maitland/>

Audiences London's Services

If you're looking to make your tour marketing strategy more effective, or to understand your audiences better, use your resources more effectively or target particular people as part of an audience development plan, then get in touch with Audiences London for some practical advice and information.

Audiences London can offer a short surgery session to help you plan effectively, drawing on our expertise to fast-track you towards some practical steps.

Contact Rachel Escott, Head of Audience Development Services, for more information rachel@audienceslondon.org, www.audienceslondon.org