Marketing on a Dime

DURING THIS WORKSHOP WE'LL DISCUSS

- Writing a show description
- Images/photography for your listings and press
- Social Media (Mis)Uses
- Poster design and distribution
- More ways to promote your show
 - Preview Night
 - \circ Flyering
 - Half-Price Promos...
 - Ad in the program (artist rate)



On May 2 we're hosting a media panel/workshop: DIY Publicity \rightarrow We'll hear from media pros and also have some time for Q&A. Add it to your calendar now so you don't miss out!

Do we need a marketing budget?

What's worth spending money on?

150 dollars

Photography	DIY or \$50
Poster/handbill layout	DIY or \$50
Printing costs	\$50
Poster distribution	DIY
Publicity	DIY
Social media	DIY

Show descriptions

for print and web listings

Samples of some great and not so great ...

Best of Fest award winners

Magical Mystery Detour

16-TIME BEST-OF-FEST AWARD-WINNER Gemma Wilcox, returns with a sparkling new show, exploring unexpected twists and turns of life, love and being on the road... 23+ Characters: Human, Animal, Mythical and Steel! From the creator of *The Honeymoon Period is Officially Over* and *Shadows in Bloom*. "A shape-shifter extraordinaire" –Ottawa Citizen $\star \star \star \star \star \star$ ¹/₂ "Her virtuosity is dazzling" –Edmonton Journal.

The Elephant Girls

"Without doubt, they were the most notorious girl gang Britain's ever seen." Clever, organized, devious & daring; known for evading capture, glamorous clothing, high living & violence. Only recently brought to light, this is the story of the all-woman gang which terrorized London for over 100 years. From the writer/actor of *Shadows*, the 2010 Outstanding Overall and Fan Favourite show.

I think my boyfriend should have an accent

Stories about romanticizing people and things that are different from you, while neglecting to note that you are also different from them. For people who are worried about doing the wrong thing and accidentally making others feel bad. Or accidentally making themselves look bad. From the co-creator of three Ottawa Fringe Outstanding Productions, comes a productively embarrassing mostly true show.

The Surprise

A wildly unbelievable true story. Traveling in Saigon, Dockery (WANDERLUST & THE BIKE TRIP) discovers he has Vietnamese twin siblings, 36-years younger than him. "5 stars: Mesmerizing!" –Edmonton Journal. "Hilarious and effortlessly captivating!" –Vancouver Sun. "5 stars: Truly funny with gut-punching emotion." – Saskatoon Star Phoenix. "Truly vivid." –The New York Times. BEST OF FEST: Edmonton Fringe.

Red Bastard

"Very, very funny" NY Times. Could this 5-star, dangerous, seductive comedymonster literally change your life? America's premier bouffon unleashes an absurdly sadistic master-class in which something interesting must happen every 10 seconds. His mission: charm, disarm, shock-and-seduce. His target: you! Created under the direction of Sue Morrison with additional direction by Deanna Fleysher.

On the other hand...

A Collective exploring the theme of "Passion". Produced, directed, and acted by youth.

How intimate are your mysteries? Is your god a null set or infinite? The verbatim crew go deeper. Text us onstage to share the skinny on god as you see it. A show that tells the story of two people trying to stay together, live together, and love together, even though nothing in their life prepared them for it.

Shakespare got it right: What's in a name? Eavesdrop on four confused individuals as they muddle along, not knowing 'who's who' or 'what's what'. Watch and listen as they trye to be who they're not. And be sure to stay around for the surprise ending.

Images

for print and web listings + blogs and papers

Web listings

640 x 640 pixels full colour

#STAYSTRONG

Created by Tamlynn Bryson | Produced by Drawing Board Productions



SHOWTIMES

FRIDAY, JUNE 17	10:00PM
SUNDAY, JUNE 19	7:00PM
WEDNESDAY, JUNE 22	5:30PM
THURSDAY, JUNE 23	9:30PM
SATURDAY, JUNE 25	6:00PM
SUNDAY, JUNE, 26	2:00PM
BUY NOW	
/ENUE 1 – ARTS COU THEATRE	IRT
Festival Map	

\$ 12 🕚 60m 🖡 PG 📋 Comedy, Drama, Multimedia, Solo

Val has dedicated years of her life to self-improvement and sharing knowledge online. When she injures herself at the gym, Val begins to lose her balance. How can she live without fitness when fitness is her life—and 50,000 viewers are looking to her for guidance? #girlswholift #keeppushingforward #fitfreaks #vlogger #staystrong From 2015 Ottawa Fringe Emerging Artist Award winner, Tamlynn Bryson.



CAPACITY: 130

2 Daly Avenue. Accessible entrance is on Daly Avenue, to the left of main entrance staircase (when facing building). Use Elevator "B" for Theatre (2nd floor).

1 REVIEW



We all loved your show! It was funny and sad and real. I found myself completely caught up in It. Once again, a great production.

ADD REVIEW

Enter Review Here

Print listings

1.75 (w) by .75 (h) inches black/white

www.ottawafringe.com/performers





























Find out what's going on in Ottawa and beyond, ese

w annuals a ernenials to

olour and lite to your garden

theatre whoops it up inside and out

Reviews from oper

The sketches in Be a Man, from RibbitRePublic and Black Sheep Theatre, ra

A red guy who's uncomfortably funny and dispatches on what makes a man

PATRICK LANGSTON

OTTAWA CITIZEN

Reviews from the opening day on Thursday of Ottawa's Independent theatre festival:

Red Bastard Bastard Productions (Los Angeles, Cell5)

He's red thanks to the colour of oozing sort of beauty, welking a the balloon-like spander costume that makes him look like a comic book have who's more over to the



In Red Bastard, Eric Davis, a skilled bouffon artist, moves with an balance beam between crueity and vulnerability, truth and lies,

The Otherwa Sun III WIDH ESDAY, JUNE 15, 2013

Red Bastarthic one

of the ny lamac's

Festival, that petz

underway today.

at this year's

Othowa Pringel

SHR EDRED

ON THE

Annual festival more than just a collection of oddball shows, it's art that pushes the envelope

AEDAN HELMER Ottown San erchuge?

Get set for life on the trings. The 17th annual tira." Guawa Frings Festival Insurances Wednesday, with

ment than 540 performers some fairly broad ground tance with his method actstartor 54 moductions at 14 Court and the University of and dance productions, to excise, and fullbacky recess-Diam's carriers.

Although it's billed as unsetting - with the diverse delic acid utor for his muse. the city's 'most acces- lineap rejected by junity. albin" festival on the "Bernuss H's a lottery, 9's unevoled summer calen- never predetermined what her - no show costs more the theme will be, there's hard hundout when threasthan \$10 - this ino't thearter always a mix. One of the the Albert Hofmann] worked in a nearly-packaged, resilymore determining factors. digestible formi though, is that we have know-The artists produce eve- national and national com-

sything themselves, and panies that come across on because of the Bruncial and mur. So those shows tend to logistical limitations, it seet of the sensible shows, but really solutioner it is at the beart of knows them to think outside sharp, and it can be any thing the warktional theory beam, from light comeches, to what we call an 'accessible opera' how to uchieve their vision." said feedwal maxing directhere's durates, dansie - so h dage allow for a big mix," sold ter Livin Wigham. "So die productions really Washrom

take changes, they're really "But this isa't besemont dever and menitor because datatre, or host writed, warky, thee're of dealing with the addhall staff, Some of these same concrutation, 2 construit a merilermances are kost stores unique flavour you wouldn't away from the big stages." one is a traditional theatre. One of those performers is mostel, where places like the Brookiyn's Martin Darkery, NAC are not going to take a who was named one of the biggstick, because the limit- best of the 'lest inst year for

cial runifications of failure. Wavalenius and returns this - thematically linked to then war with the Blar Iria Instead, the artists' credor is as Weghern said, "Neces. accidental warring invention city is the mother of treast- of LSD at a Swizelale, and the

the edge and occasionally ing 'the world's first psyche-

LSD trip

") west to Basic, Switzer renned a hicerie and then I took some LSD and recreated that hile ride home and hoped that in so doing. I would get a little closer in the pepthedella superience." It's edgy, certainly, but Dackery indias the stage moduction is fees about "some debunched constituted story"

and more about unisolding the connections howern people.

The really about connectnato the world and compariing to each other throughis icharted adventure," said DISCOT! Deckery, who explored stro-

In themes with Wonderfust. sodan beinanfilte anweite in "Ibs ities productions) and Terter: 0005ai ishnor

If it's local howbiz, ledan Helm EFNFSX HFD has it covered

it's antebiographical and it is Becounting disc story of the about searching for connecnions and homing for large moments, sold Dockery, who was flanced by the success of wohibly belie ride home due-As reasoned Fringe seter- log the first inadventant acid last year's faminal hit. any know, the shows traverse nest, Dockery with the dis-"Tarrived builtyny throng the fasthval cost frirger all my - from screwball consodies ing by trevelling to the same posters and publicity mate In tender distings, emoired, but where the drive was only

that," he sold, "that it was an isfoccied and ience peni that mode it their business to do their own resourch. "For a show to have life, it

meeds to have that word-ofmonth, so it suggests that the Prings community in Ottawa are tight-knit and close enough that they're all talk ing to such other. Pilage Festival anganizee

SHOWBIZ 2

are counting on it as the fertheat-continues to overlag, this year adding free concarts at the Arts Court courtword at the corner of Dolo and Waller. and hoping to grow attendance beyond the 15,000 pla-

> The party starts Wednesday with the Peptidus performing a free concert, with west shows curusing cottil june 30. Denits and ticket laformation is available of ortowald

Posters

Print fewer than 100













SOCIAL MEDIA (MIS)USES

SOCIAL MEDIA (MIS)USES

- DO: use social media to talk about your show and build relationships
- DO NOT: 'I'm doing a show come see it' and that's all
- **DO:** consider your call to action... 'come join us' is most effective when never used 'buy tickets', 'find out more' or 'details here' are effective
- **DO NOT:** broadcast, have a conversation like you're speaking in person to followers
- DO: get at the #ottfringe hashtag and create your own if you've not already
- DO NOT: create new channels for one-time use, stay with current following
- **DO:** create a Facebook event/invite, and let us know so we can share
- DO NOT: forget about the potential audience who aren't your Facebook friends
- **DO:** create a social media calendar and plan out your posts (Hootsuite allows for easy scheduling for Twitter, Facebook Instagram, LinkedIn, Google+, Vimeo etc)
- **DO NOT:** leave it all to the last minute!

More ways to promote your show

Preview Night, Flyering, Half-Price Promo...

MORE PROMO IDEAS

- Preview Night, June 7 you will have three minutes each to pitch your show
- Flyering Techniques should build engagement ... don't just hand out paper, use imagination, incorporate props, show your stuff
 - Mind of a Snail shadow puppetry
 - Theatre Arcturus aerial silks demonstration
 - DUI ship
 - DZD costumed as zombies
 - Cameryn/Jeff watermelon + paprika
- Cross Promote with other artists (dbl-sided flyers, chip in on ad space, shout outs)
- Half-Price Promo & Volunteer Appreciation shows new this year>> you choose the night (not limited to openings)

QUESTIONS?

