

Promotional Materials

The content and quality of the background materials and recordings that we send out on behalf of groups are very influential in securing the best possible performance opportunities. Presentation is important, as potential hosts and promoters tend to assume that the quality of promotional material reflects the quality of the group... ***We can't sell you unless you sell yourself first!***

Guidelines

In preparing the materials needed, please consider the following suggestions which have proved effective in the past.

1. Tour Repertoire

- We need to know your proposed repertoire as soon as possible. This is always the first information that potential hosts and promoters want.
- We need to know titles, durations, and the names and dates of the composers, with brief biographies if they are not mainstream composers.
- We need to know whether pieces are a cappella or accompanied, and which accompanying instruments are required – and if these need a power source?
- If your repertoire changes during the tour planning process, please keep us updated.

2. Group Information

Please put together a short biography of your group which includes the following information:

- How long has your group been together?
- What repertoire do you perform and where? And how often?
- What do most of your members do when not performing together?
- Do you have social events?
- Where is your group from? What is your area best known for?
- What interesting performances have you done? Any well known venue?
- Have you toured before?

3. Director's (and Accompanist's) Biography

4. The Recording

- This should be a good quality recording of at least 20 minutes of contrasting repertoire, similar to the programme you will give on tour.
- We can accept recordings in Audio CD or Mp3 format.
- ***There have been occasions when good groups have been refused due to the poor quality of their recordings.***

5. Photographs

- Photographs should be at least 5" x 7" and should be taken professionally for reproduction in a newspaper or similar.
- Please include one interesting group shot as well as some informal photos.
- Unusual or distinctive pictures stand a much better chance of being published so avoid submitting ordinary, posed photos of musicians in rows.
- We are happy to accept digital photos. These should be saved as a .tif or high quality .jpg file, and should generally be over 500k in size.

6. Press Material

- If possible, include a press release about your tour and the group together with past reviews of concerts or articles written about you. Include the name of the newspaper or magazine.
- Also include past programmes – the more colourful and eye-catching the better.