

# Hog the Limelight 2012 – 2013 Timeline and Tips

## Time Line

- April 21<sup>st</sup> Hog Showcase.
- Meet with your committees and make your programme choices. Liaise with your neighbouring villages to make sure there are no clashes.
- Contact the artist/s to negotiate dates and ask any questions / explain your requirements
- June 1st Application Deadline.
- Get your signed copies of application forms and terms and conditions to us. Once we have responded you will be able to confirm your booking with your artist/s.
- The season runs from September 2012 to March 2013.
- Once your event has happened you can claim your grant. To do this you must submit: a feedback form, a copy of the artists invoice/receipt and an invoice from your association requesting the agreed amount.

## Marketing & Publicity

- One successful method of selling tickets is for committee members to sell a quota each.
- Most publicity material will come directly from the artist. Please let them know what quantities you need and when. We will supply labels overprinted with the details on your booking form. If the artists do not provide publicity material, we will print this for you.
- Publicise your event at least 6 weeks beforehand. Put leaflets in local shops, tourist information centres, dentists and doctors, B&Bs, bus shelters, churches, tree trunks, letterboxes. For children's' events, ask local schools if you can put up a poster and if you know anyone with school age children, ask them to distribute the flyers for you.
- Work with neighbouring villages. Ask if they can publicise your event and offer to do the same in return - double your potential audience!
- Press releases sent to local newspapers, editorial in parish magazines, free listing on local radio.
- HTL receives some additional support from some local district and borough councils. It might be a good idea to offer complimentary tickets to your particular Arts Development Officer or local district councillor – we value their support to ensure the scheme's success and growth.
- If you have time, try to encourage residents who don't usually attend to come along; maybe offer a special ticket price, or arrange a mini bus to transport those with limited mobility.
- Make sure you don't undersell your Hog event, especially if you are having a return visit from a popular artist and word of mouth has got around. Ticket prices should reflect this popularity.

## Some Tips for Success

- Check artists' websites to get a better understanding of what they do. Most sites have music and video clips.
- Choose events you feel you have an audience for. If you know of people in your community who don't attend events for any reason, but you think might be interested, send or deliver publicity directly. Find out what local groups might be interested in.
- Where another village recommends a particular event, please contact them to ask for their feedback, especially if you have a similar audience profile.



- Supper - if your performance has an interval make sure your meal can be tailored to fit into this. One plate suppers such as fish and chips, curry and rice are easier.
- Cabaret style lay outs lend themselves well to audiences bringing hampers of wine, nibbles which can eat and drink during the performance – liaise directly with artists for their requirements and for the room to be set-up in advance.
- If you have a very well attended event and find that you don't need some or all of the Hog contribution, you are able to capitalise on its success by choosing something that has more risk and use this towards it.
- Be careful about booking events around Halloween, November 5<sup>th</sup> or too close to Christmas.

## **Licensing, health and safety issues**

- Please contact your district authority to make sure you have the appropriate licences for hosting entertainments and as there have been changes recently. You should either have a premises licence or a temporary events notice (we may ask to see this).
- PRS/PPL - you will also need to have a Performing Rights licence and a Phonographic Performance licence (this is now a combined licence for community buildings) - for information ring 0800 0684828.
- Make sure that the company and audience know about evacuation procedures before performance.
- If you think an artist is putting your audience at risk (blocking fire exit with set, moving fire extinguishers etc) you will need to ask them to adapt what they're trying to do.
- Please make sure that audience and performer are not on top of each other and have enough room to perform in comfort and safety. If you are hosting a children's show, please make sure there is sufficient adult supervision.

## **Children's Workshops**

- Ensure you have the appropriate number of adults to assist with supervision. In an emergency, or at break time, it is essential that there are at least two adults available.
- All workshop leaders who work with under 16s are CRB checked.
- Make sure you have a register of all the children with contact numbers in case of emergency.

## **After your Event**

- Complete and return the Feedback Form along with copies of your paid artists invoices and a covering letter from you. The Hog contribution will be sent out once this is received.
- Talk about the success you had and encourage your audience to let people know how much they enjoyed themselves – this will encourage more people to come along next time.
- If you have any photos, press cuttings or any other visual records – try and get them on a website or local notice board.

**ENJOY YOUR EVENT - PEOPLE ARE HAVING A GOOD TIME BECAUSE OF YOU!**

**DON'T FORGET TO TELL THE AUDIENCE BEFORE THEY GO HOME WHEN YOUR NEXT HOG THE LIMELIGHT EVENT WILL BE.**