



home of the



Universal Promotional Timeline (to integrate with your production schedule)

BOLD INDICATES A BASIC LEVEL TACTIC

Remember to consistently include troupe number/hashtag, ITS logo, school logo in all programs and promotions.

	CONTENT DEVELOPMENT	TO GENERATE NEWS COVERAGE (3 RD PARTY MENTIONS)	TO GENERATE VISIBILITY (MARKETING)	SOCIAL MEDIA*
90 To 120 days out	<p>Identify graphic elements and key messages for your show: approved images/fonts/colors/tagline. Create 'ad' for your show using them, incorporating your Thespian hashtag and school name/brand/logo.</p> <p>Delegate to troupe or STO marketing/communications officer*.</p> <p>Get co-curricular support from art/graphic design students.</p> <p>Create the 'ad' in versions for print and digital use.</p>	<p>Contact magazines, monthlies (glossy, long-lead publications) with what you have: date/time/place/cost/title and basic show/event information. Give them a news release and the 'ad'</p> <p>Use the resources in the Marketing and Promo tools link for format to ensure its use.</p>	<p>Secure advertisers/sponsors.</p> <p>Make a plan to use basic 'ad' for print posters for school and community distribution; get permission to post from coffee shops and other businesses, libraries, recreational places e.g. Y, etc.</p> <p>Seek best prices for printed materials (shop or bid per school requirements). Applies to show programs, posters/flyers/banners, t-shirts, pins, etc.</p>	<p>Create Facebook event using troupe number/#</p>

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	*Social media may be delegated to troupe communications officer who has signed social media policy; each post must be reviewed by troupe director before going live.		If email to past attendees is used, send the first one now as a Save the Date, or with 'early bird' price.	
60 to 90 days	<p>Get bios and head shots of cast and crew to use in show program, news releases, social media posts. Keep format of bios consistent, brief, and focused on Thespian-related info, such as previous roles, honor points, etc.</p> <p>Send a letter inviting VIPs--school board, school administrators, elected officials, etc. to the show. Ask for an RSVP of 30 days in advance and/or request statement of support.</p>	<p>Begin promotion.</p> <p>Check and update contact information on your media list of local/regional newspapers, radio and TV stations and community websites and blogs.</p>	<p>Identify promotional presentation opportunities at school and community venues/events and request permission to participate in anything from school assemblies to parades.</p>	<p>Prepare information for social media posts to start about 60 days out (depending on ticket sales). Include key message points. Prioritize channels based on alignment with demographics of target audience for show e.g. to reach parents for a kids show would use Facebook.</p>
45 to 60 days	<p>Get rehearsal photos to use in promotions; include building sets and making costumes. Keep copyright laws in mind.</p>	<p>Write and send 'advance' news release announcing inductees, or show cast and crew, with photos. (Use the resources in the Marketing and Promo tools link for format to ensure its use).</p>	<p>Distribute show information to internal (school) communications channels, such as announcements, school newsletter and website.</p> <p>Post show info externally on online community calendars on TV, radio, and newspaper</p>	<p>Begin social media posts. Rotating through sites, beginning every 2 or 3 days and increasing frequency in last 2 weeks. Use Facebook and Twitter tools to schedule posts in advance. Snapchat and Instagram for rehearsal-</p>

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			websites. Distribute posters, display banners, etc. If email to past attendees is used send the second one now.	based student-oriented posts.
20 to 30 days	<p>Put together list of sponsors, donors, and volunteers to thank (via news release and social media as well as include in show program)</p> <p>Use the resources in the Marketing and Promo tools link to write content for your show program that builds your stature by including the International Thespian Society and Thespian honor information. Indicate cast members who are Thespians and who have honors. Include VIP statements of support in show program.</p>	<p>Distribute news release announcing show. Include VIPs who have RSVPd</p> <p>Troupe communications officer follow-up on news release with a goal of arranging media interviews. Use the show key messages for all spokespersons to achieve consistency.</p> <p>Participate in media interviews</p>	<p>Participate in promotional presentations (at school and community venues).</p> <p>Prepare show program for printer.</p> <p>Send last email now with Call to Action to buy tickets in advance instead of at the door using fresh rehearsal photos of cast and crew.</p>	<p>Cross promote through all social media sites for a total average of once a day. Tactics/messages could include: using video of cast and crew testimonials, sponsor and underwriter thanks, livestreaming from rehearsals, limited time ticket price offers (if policies permit).</p>
1 to 14 days prior to event			Finalize show program 14 days before; send to printer 10 days in advance.	Increase social media activity level, with a Call to Action to buy tickets in advance instead of at the door using fresh rehearsal photos of cast and crew. Mention VIPs supporting show.

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24 to 48 HOURS prior to event		If event warrants day-of coverage (such as to have a show reviewed), send a media alert to outlets with appropriate reporters.	Program book is on-hand from printer 2 to 3 days in advance.	Continue to post new photos/video from dress rehearsals.
1 to 14 days after event	Compile all media and social media results into a report that can be shared with the school administration, advertisers, underwriters, and sponsors, as well as future Thespian troupe members.	Send follow-up release to media with results and captioned photos (record attendance, standing ovation, etc.)	In school announcements thank student groups (such as graphic design or boosters).	Continue social media postings at the alternating pace during the 'thank you' period'; give advance mention of next show.