



# Demystifying Social Media II

Welcome To The New Marketing

**Tuesday, April 27, 2010**

1:30 p.m. to 4:30 p.m.

The Alliance for Arts and Culture

100- 938 Howe Street

## The Workshop

Marketing our work has changed. We can no longer rely upon purchasing advertising or looking for editorial coverage in traditional forms of media like newspapers, radio, or TV. Using social media to reach our audience is becoming more and more important in today's world.

But when it comes to reaching your audience through social media, you can't use traditional methods of marketing. The game is entirely changed.

Building on the morning's session, the session will move from theory to practice and share clear, concrete methods and tips for creating your marketing plan using Facebook, E-mail newsletters, Twitter, Blogs, YouTube and Flickr.

## Facilitators:

**Simon Ogden** is a produced playwright and the managing director of Lyric Stage Project (LSP), an outgrowth of Lyric School of Acting. He is also the marketer and publicist for LSP, and actively promotes the industry of theatre through his online theatre magazine *The Next Stage*.

**Rebecca Coleman** has been a freelance theatre publicist since 2001. An actor, writer and producer, Since 2007, she has become increasingly interested in using social media to market the arts, and writes about the subject frequently on her blog, *The Art of the Business*. She is the author of *The Guide to Getting Started With Social Media for Artists and Arts Organizations*, which will be available for purchase for \$19.95 at the workshop.

## Cost:

\$50 (+GST) for Alliance members, \$75 (+GST) for non-members

## Registration:

Advance registration and pre-payment are required for all Alliance workshops. We accept cash, VISA, MC, or cheque. Call our office at 604.681.3535 with a credit card number or drop by our office to register and make payment in person.

## Cancellation:

We reserve the right to cancel workshops if registration is too low.

## The Reviews:

"The facilitators were really keen to help us understand and offered good examples."

"High energy, awesome visuals. It was exactly what I needed"



ALLIANCE FOR ARTS AND CULTURE

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