

Publicity Cooperation Document

As we all know, programming a beautiful performance and placing it in a booklet and/or on a website is unfortunately no guarantee for a full room. In order to attract audiences, both the theatre and the player will have to take action.

Vrijhof Culture

To promote a performance, Vrijhof Culture uses the following actions/resources:

- * Semester booklet, containing the programme every six months
- * Website utwente.nl/culture, with feeds for uitinenschede.nl and gemeentewijzer.nl.
- * Social media, namely:
 - * facebook.com/VrijhofUT, an event is made of each booked performance.
 - * instagram.com/vrijhofutwente
 - * twitter.com/VrijhofUTwente
 - * youtube.com/VrijhofUT
- * Monitors in and on the Vrijhof
- * Distribution of posters and flyers
- * Press releases to regional media

Players

Deliver on time

In order to be able to use the above actions/resources in a timely manner, we ask players to provide the following on time:

- * A short text and/or press release, both in Dutch and In English (unless the performance is Dutch-language, English is not required), preferably in Word.
- * An image, at least 300 dpi/500kb (printed) and 72 dpi (website), preferably lying.
- * Available material for the displays I'd like to receive as jpg with resolution of 1920 by 1080, preferably in English and up to one slide per activity.
- * A (link to a) trailer/promo video.
Or even better: a short, simple, but personal video message to tell our students (and staff) why they really shouldn't miss this performance.
- * Link(s) to website and/or social media
- * If available I'd also like to receive **30 posters** and at least **50 flyers** (more is better), no later than **6 weeks before the play date**.
If not available, I would like to receive a digital print-ready design in good time.

Cultural associations

- * Cultural associations take care of the distribution of their own printed material.
- * Cultural associations can also promote their own activities on <http://www.hartvanenschede.nl/activiteit>, <http://www.huisaanhuisenschede.nl/activiteit> and <https://www.thuisintwente.nl/>.

Stay connected!

In addition to providing material on time, we ask you to actively engage your own supporters by, for example, inviting friends and acquaintances to the Facebook event and/or tagging each other on social media.

Last but not least, we would of course like to stay informed about changes, reviews and other news surrounding the performance.

Thank you very much for the cooperation!

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