



TASHI - 2014 TOUR

PROMOTIONS TIMELINE FOR SCHOOLS-BASED PERFORMANCES

FOR TERM 1 PRESENTATIONS - Ipswich, Gold Coast, Port Macquarie, Taree, Parramatta, Bathurst, Orange, Wagga Wagga, Queanbeyan, Geelong, Sale, Albury

DATE	ACTIVITY	NOTES
Early October	Create database of primary schools, kindergartens and child care centres. (See Envelope stuffing note - call for volunteers.)	Only needs to include the postal address and phone number initially. If there's time call the school and get the name of the Principal/Centre Director and the early years/primary teachers to be able to personalise letters and make personal follow up calls later.
Mid October	Prepare letter template sent by Imaginary Theatre by including venue details, dates and times. Print letters on your venue letterhead Mail merge envelope labels from database	Double check that the letters are suitable for your situation. Edit and amend to suit your venues relationship with schools/daycares etc. Prepare and send out a pack to your local community library/s too.
Late October	Envelope stuffing Each school should receive 2 packages: 1. Principal: should include the principal letter, the newsletter insert, 5 fliers. 2. Librarian: should include the letter to the Librarian, newsletter insert, a Tashi poster and 5 fliers. Child cares/Kindergartens just need one pack to the Centre Director, it should include the letter to the centre director, newsletter insert, a Tashi poster & 10-20 fliers.	These are great jobs for volunteers - why not put out a community call for some helpers? Why not include your education pack/annual brochure in the envelope if there are more opportunities for young children to visit your venue. If you have the resources you could also print and send a copy of the Tashi Teachers resource with the Principal & Centre Directors packs.
Late Oct/Early Nov	Send packages to schools	It is important for these materials to reach the schools while they are planning term 1. These materials should reach schools before the end of November to be effective.
7 days later	One week after sending the schools packs put in a follow up call to the School/Kindergarten to check they received the pack and mark if they would like to book. You might also need to field some content questions about the show, perhaps read the Tashi books being performed, and watch footage of the shows before making these calls.	Teachers/Principals will probably need you to supply a risk assessment from the venue for children attending shows.
Last week of school term (Around 9 December)	Follow up call to the Principal, Centre Director or Teacher Librarian	If they have not booked, let them know which performances have space left. Ensure they are aware of the teachers notes, and the resources available on the Tashi books website - www.tashibooks.com . Ask if they need more fliers or promotional materials
Week of 10 Feb	Follow up call to centre/school	Call School/centre to check they have all they need, and encourage them to book or pay. Get the mobile phone number of one of the teachers travelling to the show so you can call them if they are late. (perhaps also get email address)
One week post-show	Follow up call/email to School/Centre	Check in about process, how the students enjoyed the work. Tips for the next experience. Maybe even do up a survey for the teachers about the experience to help your venue build its relationship with the school/centre.