

**BRIGHTON  
FRINGE**

**SELL YOUR EVENT**

**PROMOTE & MARKET YOUR BRIGHTON FRINGE EVENT**



## HOW TO SELL YOUR EVENT

### INTRODUCTION

Welcome to the How to Sell your Event guide: essential to marketing & promoting your Brighton Fringe event.

Everything you need to know about running, promoting and staging your event is between these pages.

If there is any information that our eagle-eyed manual writers have somehow missed out, please contact us for extra advice and support at [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org) or on 01273 764907 (Mon – Fri, 10am – 6pm)

Brighton Fringe: 4 May – 3 June 2018  
Registration: 9 October 2017 – 19 January 2018  
Early bird registration: 9 October – 8 December 2017

## PROMOTING YOUR EVENT

With as many as two million visitors to Brighton in May and 450,000 residents on the doorstep, Brighton Fringe is brimming with audience potential - so it's paramount that you ensure audiences know about your event.

It is always good to plan well ahead and think of the different avenues you can use to appeal to the public and press. The main things to remember are:

- Planning** – the sooner you set out a schedule for marketing, the better.
- Registration** – focus on making your brochure listing copy and photo effective promotion. Consider buying additional advertising in the brochure or on our website.
- Branding** – create a memorable identity for all promotional material, including flyers and posters and if you have the budget t-shirts, badges, stickers, etc.
- Space** – find out where the best places are to promote and think about hiring external promoters. Contact your venue about promotion and preview nights.
- Tickets** – spread the word and consider special offers and discounts on sales (e.g. Friends 2-for-1).
- Press release** – less is usually more but make it stand out, and do not blanket email journalists – download our [press release template](#) to get you started.

Look out for the handy **Tips** in this guide, giving you more information and advice on how to sell your event!

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**Tip:** Once you have registered your event, don't forget to read our participant newsletters, these emails contain important information and promotional opportunities for your event. If you have registered your event and are not receiving regular participant emails, please contact: [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org)

## MARKETING & MEDIA TIMELINE

### WHAT TO DO AND WHEN

#### September

- Sign up to the [Participant mailing list](#) so you don't miss out on any news.
- Devise a preliminary [budget](#) for your marketing expenses.
- Read the Brighton Fringe 2018 [Participant Info Pack](#).
- Read through our other [Participant resources and guides](#)
- Work on the details and copy of your event ready for registration opening.

#### October

- Start looking at venues for your event – contact Participant Services if you need help. Or search through our [Venue Browser](#)
- Brighton Fringe online registration opens 9 October 2017, start registering by logging in to [Eventotron](#)
- In the 'Press' section of your event registration you can upload your press release and press images.
- Visit the [Funding Opportunities](#) section of the website and apply to any relevant funding avenues.
- Check the [Fringe Academy](#) page of our website for a list of upcoming workshops.

#### November

- Start to plan your publicity and marketing campaign.
- Keep checking Brighton Fringe newsletters for the latest news and opportunities.
- Check the [Awards](#) page of our website, apply to any you are eligible for.
- Keep checking the [Fringe Academy](#) page of our website for a list of upcoming workshops.

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### December

- Early Bird registration period ends: 6pm 8 December 2017.
- Early on sale for events that are able to make the Early Bird deadline (14 Dec to [Friends of Brighton Fringe](#), 15 December General on sale)
- Visit your venue, if possible, ask how they can help with promotion.

### January

- Look for the cheapest print & flyer distribution quotes – Brighton Fringe print partner [Gemini Print](#) offer good discounts to participants
- Write up your press release in time for the programme launch in late February – use our [press release templates](#).
- Research media coverage of similar events from previous years.
- Apply to perform at Fringe City through [Eventotron](#).
- Deadline for registration: 19 January 2018 at midday.

### February

- Brighton Fringe Box Office opens to Friends of Brighton Fringe late February.
- Confirm your interest in performing at Fringe City and make sure to apply.
- Check your ticket sales regularly – your first and secondary Box Office contacts will receive Box Office login details.
- Start a social media campaign.
- Download the Brighton Fringe Media list from Eventotron - highlight relevant publications/journalists to contact.

### March

- Brighton Fringe Brochure launch early March.
- Promote your event online – set up or update social media sites – Twitter and Facebook etc.
- Produce flyers, posters and campaign material for your event (you could enter these in to the [Gemini Print Award for Best Print Publicity](#))
- Make sure posters and flyers include the [Brighton Fringe logo](#), including our logo allows you to flyer anywhere in Brighton and Hove for free.
- Make sure your press release and press images have been uploaded to the registration area.
- Continue your social media campaign.

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### April

- Start to distribute your event promotion material.
- Start to flyer for free in any areas of Brighton and Hove, 7 days a week, between 10am-10pm from Friday 20 April.
- Send your press release by email to journalists; invite them to your event.
- Use social media to contact journalists and invite them to your event.
- Stunts and gimmicks - think creatively about ways to attract audience attention and press coverage.

### May

- Put on your event.
- Update your press release with the latest news, upload any reviews that you'd like to share to the 'Press' section of your event registration.
- Produce event photographs and promotional videos.
- Social media activity.
- Attend Brighton Fringe events - promote your event through others similar to yours.
- Flyer and speak to participants who may help you and vice versa.
- Attend [Fringe City](#) - flyer, busk & dress up - promote your event and reach audiences in person.
- Invite journalists to your event, circulate your reviews.
- To increase sales, think about ticket offers (e.g. 2-for-1, group ticket offers)

## REGISTRATION

### EVENT COPY

Two of the main tools used by Brighton Fringe audiences are the Brighton Fringe brochure and the website; with this in mind make your event description and copy the best it can be.

To write your event copy for the brochure you need to keep in mind that you have a small amount of space to be as informative and appealing as possible. Make the description clear and concise, focusing on the content of the event. It needs to be both punchy and to the point - and it needs to make people want to come to your show.

**Don't** include dates, times, ticket prices or venue information in your copy, this will already be added to your listing.

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**Don't** put web addresses in your brochure copy – this will appear separately on your listing and will be linked to from your web listing.

**Don't** use slang words, unless relevant to your event.

**Do** include a quote from a review or a star rating.

**Don't** include quotes that don't have a source.

**Do** describe your event as clearly as possible.

Your web listing description allows for more copy, 600 characters including spaces, so keep this in mind. You will be able to say more on the website listing, so actor biographies, reviews the event has received and any other information can be mentioned here. Your web listing should also be kept simple and straightforward.

### Successful brochure and web copy examples

#### **Orson and Valentine** (Brochure Copy)

Hand crafted rod and shadow puppets tell a dark folktale of brotherhood and estrangement, betrayal and forgiveness and the struggle between nature and civilisation. Performed to live music.

#### **The Tim Bat Trick Show** (Brochure Copy)

A funny exciting show for children of all ages. Gentleman Juggler Tim performs skilful trickery and quirky comedy with panache. Audience participation and hilarity guaranteed. "Brilliantly inventive and amusing" (Cosmopolitan)

#### **Cuckoo** (Brochure Copy)

From the company that produced last year's award-winning play 'After Party'. A darkly comedic tale of manipulation and control fuelled by a diet of pornography and scotch eggs.

#### (Web Copy)

From the company who produced last year's award-winning 'After Party'. On the fringe of society Colin hides from menacing teenagers on his estate. His self-appointed minder Kevin wants his spare room but all Colin wants is to go to Disneyland. A darkly comedic tale of manipulation and control fuelled by a diet of pornography and scotch eggs.

**Tip:** Don't forget that your event listings will appear on the Brighton Fringe website, and the Brighton Fringe App and a number of external listings websites – make your copy attractive to an audience!

**Tip:** Make sure that you tell us the correct dates, durations, start and end times for your event when registering. You can make changes to your listing after completing your registration but you will be charged a fee. Incorrect and inaccurate event

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timings published in the brochure can cause difficulty for audiences, press and the venue. [Find out more about change requests here.](#)

### EVENT IMAGE



Bad



Good

It's important that you provide us with high-quality images, you will be able to upload your event image in the registration form. Any image over 700KB in size should be fine. Please note that if you provide a low res image we may be unable to include this in the brochure.

Your image needs to be a clear representation of your event and should convey the style of the work. The image has to work on a very small scale, so don't make it too detailed; ensure it is appropriately cropped without small text.

#### Event Image specifications:

Read image guidelines [here](#)

**Upload your event image in the registration form, at the point of registering your event.**

Your image will be converted to a .jpg measuring 330 pixels wide by 360 pixels tall. Once uploaded, you can click the pencil icon to resize or crop your image. Please remember images will be printed at sizes below 2cm by 2cm.

If you have any problems in uploading your image, email: [images@brightonfringe.org](mailto:images@brightonfringe.org)

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### BRANDING

Remember the importance of creating a brand design to include on your publicity material and web listings. Use a clear, eye-catching logo and illustration. If you decide to use an illustration rather than a photo for your brochure image, make sure it is still clear and effective.

**Tip:** The value of a powerful image cannot be underestimated and will take you a long way. Don't forget to always use the Brighton Fringe logo and website address on all of your publicity material (the Brighton Fringe logo is available to [download here](#)).

### FLYERS

Approaching your audience and engaging on a personal level is a great way to promote your event. Whether this is during Fringe City or busking on the streets of Brighton throughout May, make contact with the public and create a friendly buzz, welcoming people to your event.

Creating a flyer with a strong, vivid image that people will remember can help an event to sell tickets and spread the word. The important thing to remember is to include the necessary details of your event without making it difficult to read the flyer.

Print the flyers on good quality, sturdy paper at a reliable printer who knows what they are doing. The size of the flyer is up to you, but we suggest A6 or A5. Depending on your event, we generally advise that for each event or performance you produce a minimum of 500 and a maximum of 1500-2000. Only produce as many as you intend to distribute.



**THINK GREEN AND USE RECYCLED, ENVIRONMENTALLY FRIENDLY PRINTING AND MATERIAL.**

#### Taste and Decency: Language on Publicity Marketing Material

When putting together your marketing material, Brighton Fringe ask that you consider the guidelines and advice of The Committees of Advertising Practice (CAP): <https://www.cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Offence-General.aspx#.Ve2ZRCVVhHw>

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A good example of a flyer includes a striking image, clear title and event details. The example above was designed by an external artist employed by the company.

**Tip:** Make use of both sides of the flyer!

**Tip:** It is worth considering getting your flyer professionally designed, if funds are available, or you could offer free tickets in exchange for services.

## POSTERS

Posters are a great way of letting potential audiences know about your event. Your poster should include:

- Title of the event
- Eye-catching image
- Details of the venue
- Date and times of your event
- Ticket prices
- Box office number and web address
- Brighton Fringe logo ([download here](#))
- Web address

It pays to include a quote from a review or a few words on what the event is - but try to keep this short and bold, and don't clutter the poster with unnecessary detail.

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The number of posters will depend on your time available for distributing them. For each event and performance we advise a minimum of 20 and a maximum of 50.

Most posters are A3 in size, portrait, with a recommended weight of 115gsm. Contact our print partner Gemini Print for a quote or see the useful contacts section at the back of the guide for local printers and their contact details.

If your budget allows you to have your images and press material professionally designed, we would certainly recommend it.



GEMINI | PRINT

*impressions of colour - naturally*

Gemini Print [www.gemini-print.co.uk](http://www.gemini-print.co.uk) is the print partner of Brighton Fringe 2018. They offer great deals to all Brighton Fringe participants: seriously competitive print prices on all print jobs plus free graphic design, from their highly creative design studio, on any job. Get in touch with them to enjoy ridiculous prices and fantastic free design. Gemini's 2018 print offers can be [downloaded here](#).

## TERMS AND CONDITIONS

### FLYERING

In April 2008 Brighton and Hove City Council introduced a flyering ban, preventing the distribution of free printed materials. This has meant that if you would like to flyer in Brighton & Hove, you must obtain a personal license. Brighton Fringe have coordinated free flyering for Brighton Fringe Participants with Brighton & Hove Council, enabling flyering throughout the festival in any areas of Brighton & Hove.

You'll be able to flyer anywhere in Brighton & Hove from 10am – 10pm, from 20 April until 3 June. Remember to include the Brighton Fringe logo on all of your printed materials! Having our logo on your posters and flyers will not only show your event is part of England's largest arts festival, it will also act as your flyering permit across Brighton and Hove. Download the Brighton Fringe logo here:

[www.brightonfringe.org/take-part/participants/a-z/brighton-fringe-logo](http://www.brightonfringe.org/take-part/participants/a-z/brighton-fringe-logo)

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### POSTER DISTRIBUTION



In previous years, Brighton Fringe have displayed event posters on the Brighton Fringe archway on [New Road](#), but due to the increase in the number of events included in Brighton Fringe 2017 (over 1,000) we will now be offering poster frames on the archway. Once confirmed, our booking terms for the poster frames in 2018 will be announced in participant newsletters as early as possible.

#### **Please note that Brighton Fringe Ltd can no longer take posters and flyers for individual events.**

You are responsible for the displaying and distribution of your own flyers and posters. If you can stretch your budget, it may be worth getting professional distributors to do it - this will save you time, and if you're not from Brighton they will know the best venues to approach - some of which accept posters only from recognised professional distributors. A list of useful contacts can be found at the end of this guide.

When placing your event posters anywhere please be considerate to other participants and promoters. Do not take down their event posters, unless the event has finished, or put yours over the top of theirs.

FLYPOSTING in Brighton & Hove is illegal, if your poster is found by City Clean you will be contacted and fined.

Here are some ideas on where to distribute your promotional material:

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- **Cafés/bars/shops in and around Brighton & Hove** – there are plenty of independent café and shops that have poster sites, just don't forget to ask the owners, and maybe invite them to your show too!
- **Your own venue and other venues in the area**
- **Windows** (get friends to put them in their windows or cars)

**Tip:** Don't forget flyer etiquette! If you have put your flyers down on top of someone else's don't forget that someone is likely to come along and do the same to you!

## FRINGE CITY & FAMILY PICNICS

Fringe City is a free outdoor event in the centre of Brighton taking place over 4 weekends of Brighton Fringe 2018.

We have up to 3 stages set up on New Road each Saturday and Sunday with performances between 1pm – 5pm. We also hold Family Picnics in Pavilion Gardens, where we set up a stage for family friendly shows. In 2017 we had an audience footfall of up to approx. 110,000 people throughout the festival, so it's a great opportunity to showcase your show or performance and also flyer to a very receptive audience.

### 2018 Fringe City Dates

Saturday 5th May, Sunday 6th May  
Saturday 12th May, Sunday 13th May  
Saturday 19th May, Sunday 20st May  
Saturday 26th May, Sunday 27th May  
Friday 1st June, Saturday 2rd June

### How to apply for a slot in Fringe City

Anyone with a registered Brighton Fringe event can sign up to take part. We will do our best to programme you on the dates and times you select, but please note that slots do fill up quickly! Performances will be included in the online Fringe City programme as well as in our printed programme.

To apply log in to Eventotron, within your event registration click on the '**Fringe City**' tab. In the '**Fringe City**' tab you can let us know about the kind of performance or event you would like to showcase at Fringe City, along with selecting the dates and times you would like to be programmed on.

Once you have applied, our Fringe City team will get in touch to let you know if you have been offered a slot on one of the stages. Application will open in January 2018.

[Read through our step-by-step guide of how to apply to Fringe City.](#)

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### SOCIAL MEDIA & ONLINE

The internet is an absolutely invaluable platform for promotion and there are many ways to make use of it. Even if you can't afford print adverts or you don't get time to contact lots of journalists, you can reach many potential audience members via the Internet. You can set up your own webpage for your event, or you can make use of the platforms that already exist to let people know what's happening.

Below are some of the key actions:

#### **Facebook page/group/event**

If you set up a page for your event, you can invite all of your friends to share it, 'like' it and attend it, and you can email the link to journalists if you don't have time to put together a full press release.

**Tip:** don't forget to add Brighton Fringe to your Facebook and update our wall with your event details: [www.facebook.com/brightonfringefestival](http://www.facebook.com/brightonfringefestival)

#### **Twitter**

Set up a Twitter account and make sure you 'Follow' Brighton Fringe (@brightonfringe). Add #brightonfringe to the end of each tweet. We check for any mentions of Brighton Fringe on Twitter and will encourage and engage with conversations about individual events, putting you in touch with our thousands of followers. If you are new to Twitter, and find the whole concept a bit daunting, talk to the Brighton Fringe team, or ask a friend who is already using it.

**Tip:** Follow us on Twitter at [www.twitter.com/BrightonFringe](http://www.twitter.com/BrightonFringe)

#### **Be Creative**

Have you got a video of your work or an interview piece to share with Brighton Fringe? Let us know by posting it on our social media pages.

**Tip:** Let us know about podcasts, secret flash mobs or any other publicity stunts that you may be planning!



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# CONTACTING THE MEDIA

Brighton Fringe has developed strong relationships with local and national media, and works to generate substantial coverage for the festival as a whole.

One key point to bear in mind: if you're pitching your event to a journalist, make sure they know it's part of Brighton Fringe! Include the logo and a link to the website on your publicity and make sure they understand that your event is part of England's largest arts festival!

Contact the press directly - most Brighton media outlets (print and broadcast) will be expecting you to get in touch.

Don't just target magazines and newspapers either - radio (particularly local) stations are always looking for interesting interviewees.

If you are putting an event on it is always a good idea to contact local press and media from your hometown AND your current place of residence (if different). Statistics from Google have shown that a lot of event coverage comes from these sources. For example if you are a Croydon-born comedian who currently lives in Brighton you could contact The Argus, as well as The Croydon Guardian and Croydon Advertiser.

**It is up to you to get the press coverage your event deserves!**

## MEDIA LIST

You will be able to download our Media List from the 'Documents' section of your event registration by logging back in to [Eventotron](#), we will notify you when the list is available to download in newsletters and on social media. Begin by highlighting those publications, reviewers and journalists that you would like to contact and are most suited to featuring your event.

The media list is an invaluable tool that could lead to great media coverage, make sure that you spend time going through the list to choose the right contacts.

## PRESS RELEASES

It's essential to prepare an up-to-date press release to send to Brighton Fringe and the media. The release should explain a little bit about you and the event you're putting on at Brighton Fringe. A clear, concise, professional release is far more likely

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to grab the attention of a journalist or reviewer. An example press release can be downloaded from our website [here](#)

**Do** keep it to a single side of A4.

**Do** keep it short, interesting, clear and to the point.

**Do** put your key selling points up at the top of the release but keep time, date, and venue info together at the bottom.

**DO** upload your press release to the registration area

**Don't** forget that the press is important but word of mouth amongst audiences can also be vital to the success of an event!

**Don't** send press releases with lots of images to radio contacts, they're more likely to follow up if you give them an interesting interview angle – do you have an interesting story to tell? Let them know!

**Don't** invite reviewers to the first performance of your event (if you can avoid it).

You can read Broadway Baby's guide to press releases here:

[www.broadwaybaby.com/press\\_release\\_guide.php](http://www.broadwaybaby.com/press_release_guide.php)

## PRESS IMAGES

In addition to images for the brochure and web, it is a good idea to have images to send and circulate to the press. These images need to be digital and high-resolution. These images should be head shots, performance shots or rehearsal shots (if you've not yet performed the piece).

**Tip:** Avoid sending images to journalists that haven't asked for them and remember to label your images appropriately.

We sometimes get asked by the press for images of registered events. It is in your interest to provide us with good quality images that represent your event that we can pass on to local and national press. Upload these in the 'Press' section of your event registration as early as you can – if you can do it at the same time as registering your event, even better!

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# EVENT PROMOTION

## PREVIEWS

It's always useful to organise a preview of your work, whether it's a performance or an exhibition. Put on an invite-only first night, sending out invitations to special guests, industry professionals, reviewers and the press.

Make the week before the festival or 4 May an opportunity to open the doors to your venue and promote your programme of events. Work closely with your venue to organise an open venue preview night.

**Tip:** The mention of a free glass of wine and nibbles is usually enough to get people in. Have the artists and performers available on the night to talk about the work, hand out flyers and perform.

## REVIEWS

Brighton Fringe is an excellent place to pick up reviews; most of the major Edinburgh review sites come here (Fringe Review, Fringe Guru, Broadway Baby) plus local publications and sites like The Argus and Latest 7.

The national press is becoming increasingly interested in Brighton Fringe events too, with Lyn Gardner of The Guardian saying Brighton Fringe had: "plenty of tantalising shows".

**Don't** be disheartened by a bad review - even the most successful of events will have received negative feedback somewhere along the way. Look at how the review can work to improve the performance and then focus on getting a second reviewer in.

## STUNTS AND SCANDALS

Think creatively and stand out. Come up with creative, unusual, funny or shocking marketing ideas. Is there anything newsworthy or scandalous about your event? This can be a great way of getting coverage outside the features pages.

In 2009 Dame Helen Mirren sent a crate of champagne to the creators of the play 'What Would Helen Mirren Do?' a story that appeared in publications from Hello! Magazine to The Times.

In 2007 one event was written up in The Sun because it used a dead chicken as a prop - in a play held in a vegetarian cafe.

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Letters of protest to The Argus about the Poetry Brothel merely encouraged press coverage of this event, and by the end of the festival it had won two awards.

## PHOTOCALL

The press always needs good pictures to fill pages. Previously the Brighton Spiegeltent, for example, sent two burlesque ladies on a horse along the seafront and invited the media to take photographs; the pictures appeared in several publications.

**Tip:** If you are organising a shoot don't forget to send the pictures through to the Brighton Fringe team and the press.

## ADVERTISING

For additional publicity Brighton Fringe offer additional advertising in the brochure and online. If you can afford the extra cost, the attention your show will receive due to this will attract greater audience numbers. Our rate card for participants can be downloaded [from this page](#).

To discuss advertising in the Brighton Fringe brochure, or on [brightonfringe.org](http://brightonfringe.org) contact Karla: [karla.hancock@brightonfringe.org](mailto:karla.hancock@brightonfringe.org)

## MORE ADVERTISING OPPORTUNITIES

Many local publications and websites offer great deals to Brighton Fringe participants wanting to advertise – shop around and find the ones that best suit your event. You should also think about sharing the cost by splitting the advert with other Brighton Fringe participants.

## TICKET OFFERS

Ticket offers are a great way to attract audiences to your event. These can be set up during registration or with the Brighton Fringe Box Office at a later time.

## FRIENDS OF BRIGHTON FRINGE 2 FOR 1

Brighton Fringe runs a membership scheme offering [Friends of Brighton Fringe](#) discounted tickets, special offers and the chance to buy tickets two weeks before the general public. If you are interested in offering Friends of Brighton Fringe a 2 for 1

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offer on your tickets this is a good way of encouraging this dedicated and influential audience group to attend your event and spread the word. If you opted to participate in this ticket promotion when registering, Brighton Fringe Box Office will automatically offer Friends buying a full price ticket another at no extra cost on the dates you selected.

General offers can be an excellent way of attracting an audience if sales are low on quieter nights and can often prove highly successful for boosting sales. If you would like to include an offer for a certain date please contact our Box Office directly. Be creative with your ticket offers – using a 'passphrase' to allow ticket buyers to get a discount is a great idea, or offering a discounted ticket for fancy dress is also popular with audiences.

## MERCHANDISING

If you have a marketing budget there are a number of ways that you can promote your event outside of flyers and posters; here is a list (by no means complete) of alternative ways to advertise your event to the public:

- Badges
- T-shirts or canvas bags
- Sandwich boards
- Body Painting
- Balloons or stickers
- Pens

## ARTS INDUSTRY & AWARDS

### WHAT IS ARTS INDUSTRY ACCREDITATION?

Through Arts Industry accreditation promoters, bookers, venue managers, festival programmers and talent scouts are given an opportunity to see your events. Arts Industry professionals will seek artistic projects for venues, showcases & touring nationally/regionally/internationally; Brighton Fringe is the perfect platform for arts professionals and performers to meet!

Arts Industry professionals will be given the opportunity to register online for accreditation. Those who go through the accreditation process will be asked about their professional interests and, if they successfully meet the criteria, will become accredited by the Brighton Fringe Arts Industry Office.



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Once accredited, industry professionals may request tickets to see your events. We will be in touch with you if this happens. Where a complimentary ticket is issued, the accredited individual agrees that their contact details will be forwarded from the Arts Industry Office to you, the artist/producer/company of the event so that they may be contacted for feedback.

Where ticket availability is limited we will encourage accredited individuals to buy tickets.

## HOW CAN I MEET ARTS INDUSTRY PROFESSIONALS?

Brighton Fringe workshops and [Fringe Academy events](#) are a great way to network and meet industry professionals & reviewers.

Keep checking your participant emails for networking opportunities and important information. If you aren't receiving these emails contact us immediately.

## WINDOW

WINDOW is Brighton Fringe's Arts Industry showcase created to develop and encourage artists ready for the next step in their career. It is a platform for high quality, new work to be highlighted during the first days of Brighton Fringe (4 - 10 May 2018). [Visit this page](#) for more information and the criteria to apply.

## AWARDS

On the last night of Brighton Fringe 2017 we ran our third awards ceremony at The Warren, 24 awards were given out to Brighton Fringe events and venues.

Receiving an award is a great achievement for any show and winning or being nominated can be added to your event's future publicity material and show copy. As an award winner you will also receive a free registration to take part in Brighton Fringe the following year!

Participant emails sent out by the Brighton Fringe Office will contain all information about the awards for 2018, we'll also update the [Awards section](#) of our website, so keep an eye on this page!



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# USEFUL CONTACTS

## BRIGHTON FRINGE OFFICE

Participant Services

T: 01273 764907

E: [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org)

Brighton Fringe Box Office

T: 01273 764905

E: [boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org)

Marketing

01273 764902

E: [marketing@brightonfringe.org](mailto:marketing@brightonfringe.org)

Advertising

01273 764904

E: [karla.hancock@brightonfringe.org](mailto:karla.hancock@brightonfringe.org)

Press

01273 764904

E: [press@brightonfringe.org](mailto:press@brightonfringe.org)

Arts Industry

E: [artsindustry@brightonfringe.org](mailto:artsindustry@brightonfringe.org)

Images

E: [images@brightonfringe.org](mailto:images@brightonfringe.org)

Music

E: [music@brightonfringe.org](mailto:music@brightonfringe.org)

## OTHER USEFUL RESOURCES

**Fringe Review** has a number of helpful articles containing tips from the role of a preview night to dealing with poor reviews <http://fringereview.wordpress.com/>

**Broadway Baby's** guide to Press Releases can be found here: [http://www.broadwaybaby.com/press\\_release\\_guide.php](http://www.broadwaybaby.com/press_release_guide.php)

**The Fringe Marketing Guide:**  
[www.broadwaybaby.com/fringe\\_marketing\\_guide.php](http://www.broadwaybaby.com/fringe_marketing_guide.php)

# BRIGHTON FRINGE

## HOW TO SELL YOUR EVENT

### Print, Design & Distribution

Gemini Print

**T:** 01273 464884

**W:** [www.gemini-print.co.uk](http://www.gemini-print.co.uk)

Culture Calling

**T:** 023 8178 5390

**W:** [www.culturecalling.co.uk](http://www.culturecalling.co.uk)

Impact Ideas

**W:** <http://impactideas.co.uk>

The Brighton Print Company

**T:** 01273 830 083

**W:** [www.brightonprintco.co.uk](http://www.brightonprintco.co.uk)

CMPRINT

**W:** [www.cmprint.co.uk](http://www.cmprint.co.uk)

**T:** 01273 420 983

**E:** [info@cmprint.co.uk](mailto:info@cmprint.co.uk)

COLOUR STREAM

**W:** [www.colourstream.net](http://www.colourstream.net)

Colourfast Design and Print

**W:** [www.colourfast.co.uk](http://www.colourfast.co.uk)

D2D Distribution

**W:** [www.d2dsussex.co.uk](http://www.d2dsussex.co.uk)

Exhibit Printing

**W:** [www.exhibitprinting.co.uk](http://www.exhibitprinting.co.uk)

**T:** 01273 699735

Fat Flyers

**W:** [www.fatflyers.com](http://www.fatflyers.com)

**T:** 01273 326189

**E:** [brighton@fatflyers.com](mailto:brighton@fatflyers.com)

Perfect Print Brighton

**W:** [www.perfectprintbtn.co.uk](http://www.perfectprintbtn.co.uk)

**T:** 01273 721922

**E:** [info@perfectprintbtn.co.uk](mailto:info@perfectprintbtn.co.uk)

SWAT Marketing

**W:** <http://www.swatmarketing.co.uk>

# BRIGHTON FRINGE

## HOW TO SELL YOUR EVENT

T: 01273 690573

E: [info@swatmarketing.co.uk](mailto:info@swatmarketing.co.uk)

Please note: Brighton Fringe is not affiliated with any of the above companies.