

Vivace Voice ~ Mail



News from the chorus that is set to become the leading choir in the South-East.

April 2005

Sounds good to me!

Welcome to the Vivace Chorus Newsletter.

We intend to publish twice a year with news and views concerning your Choir, its friends and members. Our idea is to keep each member informed of developments concerning concerts, personalities and news. It will be a forum to celebrate success as much as to inform; we hope you enjoy reading it.

Up to you.

In order to make a real go of it, we have to rely on **your input** for any anecdotes and ideas, comments or criticisms. We want it to be a lively publication that reflects the lively choir that we are.



There will be a *Voice-Mail 'Letters-to-the-Editor' Box* for you to put ideas or articles in at rehearsals; alternatively you can e-mail material to jgarrow@tiscali.co.uk. We will be happy to re-write any stories for you, so please don't let this hold you back.

We've done it!

Probably the hardest part of our re-branding project ~ choosing a new name for our Choir, '**Vivace Chorus**' ~ has been achieved. We're now ready for the next crucial phase.

~ Ahead of the Game ~

Much of what we have been working on has been with the help and professional guidance of Toshiba marketing guru, Rupert Standley. Together we have planned an ambitious and wide-ranging strategy which would make other choirs green with envy.

~ Fan Club ~

Given members' enthusiasm and high level of support evident at our meetings and rehearsals, we are now confident that the marketing plan we have been working on for the past few months can really work. In order to do so, though, it needs your help.

~ On a Mission ~

The Choir's mission statement (and *raison d'être*) has been honed and refined and now reads: '**To provide enjoyment for choir members by performing choral music of outstanding quality to a large and diverse audience.**' We believe that this embraces our fundamental aims as a choir, and gives us a clear focus to build on.

~ Aiming High ~

We have set a number of aims for ourselves to give our marketing efforts a direction. In no particular order ... we aim to

- ◆ Create a new image for the choir.
- ◆ Increase size of audience.
- ◆ Detach our choir from its association with the Guildford Philharmonic Orchestra.
- ◆ Distinguish our choir from other choirs, and GCS in particular.
- ◆ Increase Choir size from 135 to 160.
- ◆ Make concerts more of 'an event'.



- ◆ Carve out a niche as a choir willing to perform newer works as well as 'traditional'.
- ◆ Ensure that we have a committee with responsibilities that are known to all.

ACTION!

Building for the Future

We recognise that there is a great deal of talent and energy amongst Choir members lying dormant. It is, therefore, to the many of you that we now appeal.



Engendering a Team Spirit

The plans we have drawn up include activities intended to enhance our reputation and to maximise the growth, awareness and success of the choir over the next few years. We are looking for choir members to join one of four teams, each one dealing with a specific area of marketing.

You Decide

Area 1 ~ AWARENESS

Who knows what of GPC/Vivace out there?

- ◆ Ensure all publicity is in the House style.
- ◆ Set up new ideas and activities for concerts.
- ◆ Find new venues; eg: National Trust houses, theatres, etc.
- ◆ Promote interesting stories about the choir for Press Releases.
- ◆ Look for collaborative events eg Open Air concerts.





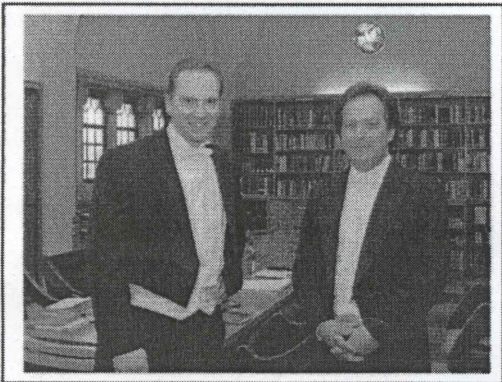
Area 2 ~ ACQUISITION
How can we sell more tickets?

- ◆ Set up and maintain a new web site.
- ◆ Build and maintain a database of 5k of potential audience, concentrating on e-mail addresses.
- ◆ Make it easy for audiences to obtain tickets.
- ◆ Do Press Releases about impending concerts.
- ◆ Consider cost implications of advertising concerts.
- ◆ Look at our advertising for new ideas.

Area 3 ~ INTERNAL
Keeping informed.

- ◆ Encourage members to get involved in the promotion of their choir.
- ◆ Send regular newsletters.
- ◆ Use members to provide foundations of database.
- ◆ Provide publicity letter for each concert.
- ◆ Encourage involvement in selling more tickets.
- ◆ Set up social gatherings after rehearsals and/or concerts.
- ◆ Use smaller groups for concerts in small venues.

Two of Vivace's greatest assets:



Jeremy and Jeremy – the musical drive behind Vivace's professionalism.

Area 4 ~ EVENTS
Making the most of our concerts.

- ◆ Find out what competitors are doing: concert dates, venues, programmes, conductors, etc.
- ◆ Review how we sell tickets, programmes, drinks, merchandise, both before and during concerts.
- ◆ Consider pre-concert talks/activities.
- ◆ Focus on new Contemporary Choral Classics series of concerts: invite composers to the concert / prog. notes.
- ◆ Consider post-concert drinks + possible address by conductor, soloists, etc.
- ◆ Review and improve distribution of publicity materials.
- ◆ Solve the rigging/de-rigging issues.



So ... much needs to be done, but by dividing the marketing areas up into manageable, bite-sized chunks, it can be done without too much fuss.
Please help.

**What are the
'Contemporary Choral Classics' ?**

We have embarked on an innovative series of concerts that we hope will give us a distinctive edge over other choirs: a five-year cycle of concerts highlighting extraordinary choral works from the late 20th and early 21st centuries ~ classics of the future ~ and combine them with well-established masterpieces.

First off

The first in this series is our May concert in which we have paired Vaughan Williams' masterpiece, *Dona Nobis Pacem* with Karl Jenkins' *The Armed Man*. Next year sees Elgar's *Belshazzar's Feast* alongside Francis Pott's *Song on the End of the World* and in 2007 comes Richard Blackford's deeply moving 'Voice of Exile' counterbalanced by Rutter's *Requiem*. If we get our finances right over the next season or two, we intend to commission a piece especially for 'Vivace'.

**Music is the food of love,
so please sing on.**

Other choirs might sing Mozart's *Requiem* or *The Messiah*, but not many have Vivace's confidence, expertise and professional approach to take on a challenge such as the '4 Cs'.

We have a great history behind us; please help to make the future even greater by signing up to the marketing plan.



To pay for our next concert we will need to sell
120 tickets @ £20, and 500 @ £15.
So far we have sold about 85.
Let's make this one a sell out!