

Wallis Agency

DESIGN & COMMUNICATIONS

A Beginner's Guide to Festival Publicity

Notes

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Why Print at all?

- Love technology but don't think print is retro. It is a more effective form of driving traffic to your website than you might think (and probably cheaper than google ad words or the dark arts of SEO...!?)
- Print can work in tandem with a web-based or other media campaign
- Print is still unbeatable for quick reference, particularly mobile quick reference - people don't carry laptops around with festival programmes on them
- Some people still prefer it as an information resource
- You have to think about content more. It is harder to update but easier to keep after the event. Think of your material not only as publicity for this year's event, but beyond - as a souvenir maybe. Last year's programme can double as a perennial advert for this year's event.



Choosing a Printer / Designer

- Printers and designers love festival / event work, because it is annual and regular
- Think what it is you are going to value most from this collaboration. If it is just price and delivery, then approach a printer. If you wish for creative input, you will need a designer as well.
- Get various quotes, and go on recommendations (sorry - stating the obvious - but people do forget)
- You have to build a relationship with the printer or designer. You may have to share the pain if things go wrong. Can you live with this person and the way they work?
- People who have done your sort of work before could be an advantage, but not necessarily...
- Think of the PDQ Triangle when working out your priorities. Price, Delivery and Quality are each in one corner - you can have two, but very rarely three!
- Print brokers - a good possibility but you need to build a real relationship and have trust



Budgeting and Planning

- **HAVE A PLAN** - we designers may seem to be away with the fairies, but design and print work to schedules, schedules, schedules!
- **Think backwards to get realistic deadlines, and build in contingency for the inevitable crises**
- **Tell your printer or designer your deadlines at the outset - it focuses the mind for both of you**
- **Never be afraid of giving your printer or designer your honest budget, even if you think it is small, or that they will not be interested. It is always best to be open from the start**
- **Print can be quick, but remember the PDQ Triangle...!**
- **“Of course - we don’t have any money” may very well be met with “That’s OK - we won’t come up with any ideas then...”**



Achieving a Consistent Look

- A consistent look to your publicity material gives your event a feeling of competence, authority and presence. (A sports team in different strips look a shambles.)
- This needn't be an image (see Towersey) - it could be...
 - an idea
 - a treatment
 - consistent paper type
 - consistent stock treatment
 - copy, typeface and strapline
 - etc...!
- Remember your copy. A picture may tell a thousand words, but not the same ones to everyone - you need your copy for specific messaging
- When you hit upon an idea or theme, try to see how it would work on a variety of formats before hitting the 'go' button
- Try your idea out in mono and colour - this is not something that web designers have to think about!
- Do you want everything promoting your event to have the same features? If not, is your idea adaptable to any 'sub-branding' procedures?



Don't Try and Give out Tooouoooo Much Information

- Try not to put too much on your publicity if you can - use different formats and be clear in your plan what each item (leaflet, postcard, flyer etc) is for
- To make someone take in the information on your publicity, the first thing they have to do is *want* to read it
- There is an old saying in advertising - throw someone a ball and they will catch it. Throw them ten balls and they will drop them all



Advice - given and received

- You know your event down to the very last detail, and any good designer will try to get a feel for your event. Your event is your kingdom
- Any decent designer knows print down to the very last detail, and any good client will be interested in the process. Print and design is your designer's kingdom
- Please visit each other's kingdoms - they're ever so close! You should each be welcome and welcoming
- It's a partnership. Don't lose sight of why you employed a designer or printer, even if they tell you things you don't want to hear
- If you're nice to each other (!) you're just adding one more person to the list of those who will spread your word!
- Like all aspects of a fruitful designer / client relationship, these are just guidelines. In the end, what happens 99% of the time is a mutually acceptable meeting of minds



Abracadabra...

- Ask your printer each time you do a job whether there will be any space on the sheet for 'extras'
- Foil blocking lifts a leaflet or card like nobody's business, but be aware that it is priced on area
- Using cut-down front pages or other simple die-cuts can give the illusion of more pages and information
- Think of the impact of your booklet - use the FC, IF, IB, BC and CS to best effect. Remember, the CS is one whole printed sheet, so this is where creativity can be unleashed without fear of matchup!
- Don't expect the creative input to be small just because the format is small (and vice versa). There is much you can do with an A6 postcard.
- Litho print or digital? Get this right and it can make a huge difference (mainly to budget). Get your printer or designer to have the flexibility to print / design for both. It could make that job you had quoted, at an astronomical rate, suddenly affordable



Who are We to Talk?

- Wallis Agency is a full service design and communications agency based in Dorset
- We design for the Towersey Village Festival, as well as FolkArts England, AFO, Mrs Casey Music. We also work for many other clients across education, charities, industry and the classical music business.
- We're ever so friendly

Thank you for listening -

We hope you took something useful away. If you would like to talk more about anything covered today, please feel free to collar Nick either during this weekend or afterwards.

