

PUBLICING YOUR EVENT THROUGH “WHAT’S ON”

By Fred Davis

I started producing a What’s On leaflet when I was elected Chairman of the Ruislip/Northwood Arts Council. The idea was to help publicise the events of the members of that Council. That was 10 years ago and it has been issued three or four times a year ever since.

When the Arts Council ceased, and the service it provided were taken over by the Hillingdon Arts Association, the What’s On leaflets were also taken over to cover all the member art societies, and was paid for by the HAA. From a few printed on my home printer, there are now thousands printed commercially every three months.

HOW IT WORKS.

I keep lists of all events notified to me on Word documents. One document for each issue, and going as far into the future as is necessary. These documents form the basis for publicity, which is done in two ways.

On the Web Site

On the printed leaflets.

How to get your event listed. You can write to me or Email me. If you use these methods, check one of the leaflets to see how they are set out. Because of the lack of space only 5 or 6 lines can be used. You can also use the form on the web site page. Hillingdonarts.org.uk/whatson.html This will guide you through what is required.

What Events can be listed. An “Arts Event” is a stage presentation, exhibition, demonstration, concert, etc., which is open to the general public, and which takes place in the General area of the borough of Hillingdon.

What Events cannot be listed. It does NOT include general meetings, AGMs, rehearsals, art or dance classes, drama schools/clubs, fêtes (unless there is a substantial art element), etc. Or any event that takes place outside the borough. The foregoing events can be the subject of a block advert, (See below). Other events not included are any event to which entry is restricted either to members only, or on condition of race, colour, religion, politics, or in any other way.

The Web Site. Apart from keeping the public informed of your event, these listings are copies of the Word document listings, and serve as a clearing house for societies when planning a new event or production. They also enable societies to check to see whether their event is listed, and that it is listed correctly. Use the form on the page to amend or delete any entry.

The Printed Leaflets. These are distributed to all 17 Libraries in the borough, the three Theatres, the Adult education centres and so on. Member Societies can have from 1 to 8 copies sent post free by applying to me. If you can distribute more copies to your members, please contact me to arrange delivery or collection of the leaflets. I can also send you the leaflet in PDF format for you to view or print.

It is published four times a year, the deadline for entries is the 11th of the month preceding the start date of the listings. Thus:

Spring Edition.	March, April & May.	Deadline	11 th Feb.
Summer Edition.	June, July & August	“	11 th May
Autumn Edition	Sept. Oct & Nov.		11 th August
Winter Edition	Dec. Jan & Feb		11 th November.

Note that entries too late for the printed version will still appear on the web site.

Advertisements. There is some space available for advertising your event, and this can be for anything within reason. You can send me any type of file, either Doc, Docx, PDF, JPEG, PING, etc. or just the details and I will set them out for you. These are in black and white. If you send a copy of a flier then be aware that the reduction in size may make parts of it unreadable, depending on format. Contact me for further details.

Prices start at £10 per issue, as follows

Full page £40. Other sizes pro-rata.

Quarter page £10. Third page £14. Half page £20. Two-Thirds £27. (This gives same proportion as an A4 sheet Portrait.)

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