

Publicity Report IMSG 14/10/24

We, Fiona and I, feel that our whole team has ended, a sometimes difficult year, on a positive note. We have new members in each area and excellent feedback from our Dance outs.

Concerning Recruitment.

We have given out many leaflets, spoken with and encouraged individuals in our audience, and in some cases I have emailed seemingly enthusiastic people . But I feel that for many, attending a practice in an unknown venue, especially alone and in the winter months, can be daunting. Perhaps we could again try offering a special have a go session in a different setting, though of course this this will need careful thought!

Again on a positive note, offering opportunities for audience participation in Black Rod seems to be having a very encouraging effect.

We continue to hand out our attractive general flyers and to pin up A5 posters in pubs, shops, markets libraries. But printed publicity advertising actual events continues to be used less frequently, especially if we are unsure about numbers. However advertising on line via local and Telford Facebook groups has proved to be more successful.

Thankyou to all who have helped during the year, handing out flyers and cards and informing and encouraging our audiences.

Beryl Taylor