



BUMS ON SEATS 2015! *A mini-guide to marketing your show*

[This document was last updated in December 2014]

As well as the generic marketing and PR that we do here in Prague there are any number of things that visiting companies can and should do themselves to make a difference to how their shows sell at the Fringe. This guide outlines some of them.

Posters and Flyers

How many should we produce?

A maximum of 25 posters and up to 1,000 flyers is a rough estimate of how many you need to produce (but how long is a piece of string?!).

What to do with your printed materials?

Before the Festival:

If you **send 10 posters** in advance we will endeavour to put them up in venues pre-festival where possible. Please do not send flyers in advance.

POST YOUR 10 POSTERS NO LATER THAN APRIL 10th (in order that they arrive by the end of April) TO THE FRINGE OFFICE: STEVE GOVE, Budečská 16, 120 00, Praha 2 – Vinohrady, Czech Republic

Do not send items recorded delivery or via courier.

NB: Some venues are too busy with their season shows to have enough space to put up Fringe materials until the beginning of the festival. This is unfortunate but to be expected with these intimate Fringe-style theatres, which have limited display space. Don't be concerned if you don't see your poster when you arrive at your venue for rehearsals, as soon as the festival begins and the dedicated team of Festival Assistants begins its hard work then your posters will appear across the Fringe 'zone'. The printed Fringe programmes will of course have been at all the theatres for a few weeks.

During the Festival:

When the festival begins please deliver your flyers and any additional posters to the Festival Assistants manning the doors at any venue. Staff members are on duty 30 minutes before the start of the first show in each venue. They will pass your printed materials on to the street team for distribution. We don't have a central public print room so this is the most efficient way of making sure your promotional print is effectively distributed. We advise you not to leave posters with Technical staff during your technical rehearsals.

As per the performer contracts, companies should **not** distribute their own materials in the Fringe venues. There are very strict rules as to where posters may and may not be displayed for each theatre, to which the Festival Assistants will be adhering. Posters placed anywhere else around the venues will be removed and companies may incur penalties for damage to paint/woodwork by the theatre.

If you need to print extra materials when you arrive, we recommend using **Copy General** which has branches across the city, most with English-speaking staff. You can see a list of branches here: <http://www.copygeneral.cz/pobocky>

Poster Style guide

SIZE **A4** or **A3** are best as space can be limited

NB The Czech language uses characters that some less intelligent computers don't recognise! **At the end of this info sheet is a list of the venues and addresses EXACTLY** as they should look, (complete with háčky and čárky!) for you to copy and paste onto your poster.

What should we include on our flyers and posters?

TICKETSTREAM LOGO

(Located here: www.ticketstream.cz near the top – click TSLOGO)

CURRENT PRAGUE FRINGE LOGO

(Download from the Fringe website on the '[Participating Groups](#)' page.

VENUE ADDRESS

(Correct spellings/formatting at end of document)

FRINGE WEB ADDRESS

www.fringe.cz (not www.praguefringe.com - this is the web address we use internationally)

FRINGE DETAILS

TITLE: Prague Fringe

SHOW DATES: (figures rather than words) and TIMES (start and finish times in 24 hour clock)
(Yet to be supplied to you) eg 22 – 27.05.2015 19:45 – 20:45

NOT TICKET PRICES - We advise companies to **omit** this as it makes things simpler – the prices vary (special offers, vouchers, students etc)
Full info on buying tickets and prices will appear in the Fringe brochure and on-line.

Side note on ticket sales and advance tickets:

*Festival Assistants sell tickets on the doors during the Fringe. Pre-sales leading up to and during the Fringe are handled via www.ticketstream.cz (online as well as branches throughout the city). During the Fringe itself the Ticketstream outlet at Malostranská beseda (one of the Fringe venues) becomes the central pre-sales box office at the Fringe. Prices of course vary depending if the customer is a student etc. Ticketstream will only sell a predetermined allocation of the total amount of tickets available (usually 20), which will be topped-up as and when necessary. **Please understand that pre-sales make up a tiny part of the overall sales for the festival. The vast majority are walk-ups/door sales.***

Press Relations

In all correspondence with press mark and title clearly – **PRAGUE FRINGE FESTIVAL and SHOW TITLE**

See the full list of 2014 press coverage [here](#)

Where do we send press releases?

Czech Media

The Czech media embraces the Fringe. The Fringe has established a good relationship with the most important of the media here that support the Fringe in PR articles, media partnership and the like. The Fringe will connect with the Czech media directly who will select shows that they intend to cover. We will supply images on their request. We do not advise companies to connect with the Czech media on an individual basis, they prefer to work through Fringe.

Please note: Part of the major coverage the festival receives in the Czech media is on the websites [Divadelní Noviny](#) (the Czech 'The Stage') and [Proti šedi](#) (youth culture site). Reviewers from these websites attend many shows during the festival and run daily blogs of Fringe reviews, interviews etc.

Other Media:

The Prague Post - Online English-language news site.

Huge supporters of the Fringe since year 1. Articles and photos are published in the weeks leading up to the Fringe and since 2006 they have run a daily online Fringe review blog. Reviews and photos are posted on the blog daily. Sending press releases will attract their attention and could get you a juicy review.

<http://www.praguepost.com/> (search here for Fringe 2014 reviews)

SEND A PRESS RELEASE IN ENGLISH TO Andre Crous via acrous@praguepost.com by 30th April. We will send him a link to all Fringe 2015 downloadable show pics

Prag Aktuell – Online news site in German. Began covering the festival in 2014 with interviews, reviews and event listings.

<http://www.prag-aktuell.cz/>

SEND A PRESS RELEASE IN ENGLISH TO Niels Köhler via koehler@prag-aktuell.cz by 30th April. We will send him a link to all Fringe 2015 downloadable show pics

Fringey Bits - One of the major English-language websites covering the festival is [Michael Calcott's Fringey Bits](#). Michael is the ex-Canadian ambassador and now Fringe Ambassador and runs a daily blog with reviews of shows and other Prague experiences.

SEND A PRESS RELEASE IN ENGLISH TO Michael Calcott via michael@fringe.cz by 30th April. We will send him a link to all Fringe 2015 downloadable show pics

Get creative!

How else can we push our show?

Before the Fringe...

www.expats.cz - online English-language resource for expatriates and visitors to the Czech Republic with a 'What's on' section to which you can upload your own event. We recommend you label your show as 'FRINGE FESTIVAL 2015: ...' then the name of your show. There are many other shows happening in Prague the week of the Fringe - this will help your show to stand out.

www.prague.tv A long standing supporter of the Fringe. They also have listings section to which you can upload your own show details.

Facebook

We recommend that you 'like' the official Prague Fringe page (www.facebook.com/praguefringefestival) and get networking! We strongly suggest that you post a preview of your show with the poster/flyer artwork or other photo onto our wall to get yourselves noticed. You can also create an event for your show, we suggest using 'title of your show at Prague Fringe 2015' as the title.

Twitter

Connect with the Fringe and other performers by tweeting us at @praguefringe and using the hashtag #praguefringe2015– let's try and get trending!

Love or hate these media they will help to attract some of your audience.

We work with all of the major **Embassies** to promote the festival. We alert specific embassies if shows from their country are part of the programme and invite Ambassadors to performances. You can contact your own embassy to reinforce the message. A list of contact details for most embassies in Prague can be found here: http://www.myczechrepublic.com/embassy_visa/

Our schools liaison partner [Prague Youth Theatre](#) ensures that the Fringe is promoted to all the **English/International Schools and colleges** and **Czech Secondary schools** in Prague. As a result, school groups and their teachers and families frequently visit the Fringe. If your performance may be of interest to a young audience please forward us a press release that we can pass on to our contacts.

Make your voice heard en route! Companies in the past have even successfully managed to have announcements about the Fringe made **on board various flights!** More relaxed airlines may be happy to join in a bit of Fringe madness by asking the cabin crew to do a bit of tannoy promotion!! A more usual way might be to distribute flyers to people you meet on your way over or just get talking. In-flight magazines often report on the Fringe.

During the Fringe!

Promote each other -

Obviously there is no end to what you could do in terms of drumming up a crowd once in Prague but one thing we highly recommend that all companies do is to promote each other. End of show announcements such as 'the next show in this theatre is... ' or 'head over to XXX and see

our friends show....' etc work very well. Audiences rely on, and are desperate for, ideas of what to see next – word of mouth plays a big part it's quite usual at Fringes to even recommend audiences to spread the word if they liked your show! Get out there and see other shows and work out ways to cooperate in terms of distribution etc. Flyering, giving info to or performing excerpts to the audiences of other shows that may attract a similar crowd to yours as they enter or leave the theatres is invaluable. Prague Fringe is a relatively intimate Festival and you will very quickly get to meet and know the other companies that are performing - make use of that! If you run out of personal show flyers you might like to distribute Fringe flyers as an alternative.

Keep your **flyer distribution network** active around town (unfortunately this may involve several stops in the coffee shops and bars of the city as word of mouth cannot be underestimated!) A polite hello (even in English) and 'is it ok?' should suffice... say it's the Fringe Festival! Also saying it's theatre or comedy will help. Companies should avoid putting flyers in the wooden or wire racks in bars and cafes (ie. Boomerang postcard racks) these are chargeable sites and anything left there may be thrown out by their owners. In 2002 it became **illegal** to hand out flyers in the streets of Prague - do so at your own risk! Doing so in queues at Fringe venues is fine.

Busking and street performance:

Recently busking laws in Prague were changed making it **legal** to perform on the streets – great news for Fringe performers! We encourage you all do some 'pop-up' performances around town to advertise your shows. You can also connect with our **Street Team** to accompany them on their routes around the city helping to make sure your show stands out! Tourists make up a large part of our audience so this is a great way to get noticed by them. We know from previous years that getting your show out onto the streets has a direct impact on ticket sales.

As the rules surrounding the law are still a bit fuzzy it's best to avoid 'sacred' areas such as The Charles Bridge and Astrological Clock, always have your ID on you (it is the law here anyway), avoid actively distributing flyers (instead leave them near you for people to pick up themselves) and be prepared to move on quickly and pleasantly if asked to do so by the police.

You can read more about busking in the city at:

<http://mistnikultura.cz/busking-ozivuje-mesto>

Tourism Information Offices:

Unfortunately many Prague tourist info centres are privately run with their own mainstream agenda. Even the stands in the city's own tourist info centre in the Old Town Square (next to the Astrological clock) are run by a private company meaning they are unlikely to allow you to promote your show inside their premises. The very prominent 'Prague Information Centre' located between Wenceslas Square and the Old Town Square is a disguised TICKETPRO agent and doesn't really have any tourist info. Our official ticket agents are **TICKETSTREAM** who also have branches all over the centre and will have official Fringe brochures and posters displayed and online information so you don't need to visit them with your own print materials. We have an official co-operation with both Prague City Tourism and Czech Tourism and are developing these relationships for 2015.

Other Information

Photography

Please let us know if you would rather not have bona fide members of the press take photographs during your show. In most cases we will request that they do not take photographs after the first five minutes. We ban all unsolicited photography due the detrimental affect on the enjoyment of the audience and distraction it causes to performers so please let us know if you have any special requests for company photographs.

Should we produce a programme for our show?

Producing a simple free-of-charge show programme is recommended. Our media partners who review the shows always look for them. Don't send us programmes ahead of time just bring them with you, they can be given to our Festival Assistants before your opening show, who will be happy to hand them out. We don't deal with chargeable programmes.

Can we sell merchandise?

Our Festival Assistants don't sell any merchandise other than the official Fringe items. If you have anything specific to sell please do so from the foyer of the performance space after your production.

Exact spelling of Fringe venue names and addresses with háčky and čárky!

Malostranská beseda
Malostranské náměstí 21
Malá Strana, Praha 1

Museum of Alchemists
Jánský vršek 8,
Malá Strana, Praha 1

Divadlo Na Prádle
Besední 3
Malá Strana, Praha 1

A Studio Rubín
Malostranské náměstí 9
Malá Strana, Praha 1

Divadlo Na Prádle - Kavárna
Besední 3
Malá Strana, Praha 1

Divadlo Kampa
Nosticova 2a
Malá Strana, Praha 1

Kavárna 3+1
Plaská 10,
Malá Strana, Praha