

## **LSO St Luke's Marketing and Publicity Information for Promoters**

### **Included in Your Venue Hire**

If you're hiring LSO St Luke's for a public performance, we will provide the following:

- Inclusion of your event in the termly LSO St Luke's brochure (produced three times a year, and published to cover September to December, January to March, and April to July). The brochure is handed out and displayed at LSO St Luke's, and mailed to previous audience members and subscribers.\*
- Dedicated event listing on Iso.co.uk.
- On request, display space for 250 of your own produced leaflets at LSO St Luke's
- On request, a weekly sales update via email.
- On request, display of a poster outside the venue on the day of the concert. Please supply one poster printed at the size: 594(w) x 841(h) mm

*\* Subject to print deadlines.*

### **Publicity Information**

To help us promote your event, please supply the following:

- Information in the 'LSO St Luke's Venue Hire Marketing Form'.
- At least one high-resolution image (300 dpi), plus image credit

### **Referring to LSO St Luke's**

Our venue should be referred to as **LSO St Luke's** in communications (not 'St Luke's'). Please note the placement of the apostrophe.

### **Branding Guidelines & Assets**

- Please ensure all printed communications, and any materials including the LSO St Luke's logo, are sent to [LSO.Marketing@iso.co.uk](mailto:LSO.Marketing@iso.co.uk) for approval with at least 48 hours' notice.
- The LSO St Luke's logo can be downloaded at the following link: [https://www.iso.co.uk/images/Press\\_Area/LSO\\_St%20Lukes\\_Logos.zip](https://www.iso.co.uk/images/Press_Area/LSO_St%20Lukes_Logos.zip). The logo must not be altered or edited in any way, and should be presented in an area of clear space. Only black or white versions of the logo may be used.
- The following wording must be included on all advance publicity and programmes, including digital promotions:  
Jerwood Hall, LSO St Luke's, UBS & LSO Music Education Centre  
161 Old Street, London EC1V 9NG

### **Social Media**

Our social media handle is **@Isostlukes** on Twitter, Instagram and Facebook. We cannot guarantee that we will be able to promote any third-party events directly on social media, but please do tag us in your posts and we will share them when we're able to.

## Pre- and Post-Concert Emails & Audience Data

- Should you need to contact event bookers with essential information about your event (eg a change to the advertised programme), the LSO will contact bookers on your behalf via email.
- If you wish to contact bookers after your event, (eg to encourage sign-ups to your own e-newsletter), the LSO will contact bookers with LSO Marketing permissions on your behalf via email.
- You can request anonymised sales data.

## Concert Programmes

- For public concerts, the following wording must be included in full in the programme and on the advance publicity if this also serves as a programme:

In accordance with the requirements of Islington Council persons shall not be permitted to stand or sit in any gangway.

The taking of photographs and the use of recording equipment are strictly forbidden without formal consent from LSO St Luke's.

Please make sure that digital watch alarms and mobile phones are switched off during the performance.

- Please send proofs of programmes to [LSO.Marketing@lso.co.uk](mailto:LSO.Marketing@lso.co.uk) with at least 48 hours' notice for approval.
- Display facilities in LSO St Luke's are limited and should be discussed in advance.
- If you are interested in creating digital programmes, which are optimised for viewing on a smartphone during the performance, we recommend the platform Shorthand: <https://shorthand.com/>

## Marketing Recommendations

- Submit an event listing to free or low-cost music listings sites
  - Eg ClassicalEvents, Concert Diary, Songkick
- Reach out to the local community
  - Contact papers about advertising or editorial opportunities: Camden New Journal, Hackney Gazette, Hackney Citizen
  - Contact local radio stations
  - Contact local businesses, community centres, libraries etc to spread the word (some may have e-newsletters)
  - Search for and share in local groups on Facebook
- Search for and contact interest groups based on composer, instrument, cultural heritage, even music conservatoires
  - eg Vaughan Williams Society, Mahler Society, British Viola Society, Czech Cultural Centre, Guildhall School etc
- Use social media
  - Create a Facebook event and add LSO St Luke's as a co-host
  - Tag @lso.stlukes on Facebook, Twitter and Instagram
  - Tag artists involved in the concert
  - If you have budget, boost social media posts
- Recommended printers: [London Print Room](#), [Print Farringdon](#), [Solopress](#)
- Recommended distributors: [Culture Calling](#)