

Collaboration document Communication & Publicity

Programming beautiful performances and placing them in a booklet and/or on a website is unfortunately no guarantee of a full house. To ensure that audiences come to see the performances and that they are fully booked, both Vrijhof Culture and the associations will have to take action(s).

Actions associations

Ensuring full auditoriums means, among other things, communicating about performances in time. In order to take action on time and make optimal use of existing resources, it is important to deliver the following in time, **six weeks before a performance**:

Performance:

- If you want Vrijhof Culture to help you with publicity on the website - **Deliver in time!**
- An attractive inspirational text, both in Dutch and in English (Website ± 100 words; Titel/ subtitle. Teaser and text).
- An attractive image, at least 72 dpi (website), landscape. Image without logos or other texts on it!

Quartile Calander:

- Apollo will send you a mail with a request for input.
- A short attractive inspirational text, both in Dutch and in English. Max. 40 words.
- Fill in the existing template (Apollo) for this.
- An attractive image in landscape, at least 300 dpi/500kb (print). Image without logos or other texts on it!

Social Media:

- Link(s) to own website and/or social media.
- A short attractive inspirational text, in English. Max. 30/ 40 words.
- Photo Facebook Portrait and/ or square for Instagram.
- A (link to a) trailer/promovideo. Or even better: a short, simple, but personal video message to tell our students (and staff) why they really should not miss this performance, or why they really should become a member of the association.
- Mention/ tag each other in social media posts!
- **Use the hashtags:** #VrijhofCulture #VrijhofVibes #VrijhofUTwente #CulturalUmbrellaApollo and of course the # of your own association or performance.

Actions Vrijhof Culture

If all communication and publication material for a performance is received by Vrijhof Culture in time, the following actions/means will be used:

- Quartile booklet
- Website utwente.nl/cultuur (NL and ENG)
- Employee portal
- Student portal
- Campusapp
- Student Union events calendar
- Social media, namely:
 - facebook.com/VrijhofUT
 - instagram.com/vrijhofculture_utwente
- Screens in the Vrijhof Building



Cultural Ambassador

Each association appoints one (or more) cultural ambassador(s). This will join a pool of ambassadors who will help put culture on the map and assist during performances or other cultural activities.

Tasks of an ambassador may include:

- Giving input on cultural program of Vrijhof Culture
- Scanning tickets before a performance
- Escorting people to a seat
- Contribute to open days/ kick-in and open house
- Help distribute quarter calendar and posters on campus
- Being a positive spokesperson about culture in general
- Be willing to take over the Vrijhof Culture Instagram account for a (few) day(s) (during some events or at a particular performance)
- Sometimes go to a try-out performance to see if this could be something for Vrijhof Culture
- Meeting the artists
- Participate in an ambassadors' lunch meeting four times a year



Actively undertake

In addition to timely delivery of material, we ask you to actively involve your own supporters. For example, invite friends/ family and acquaintances to the event. Mention/ tag each other on social media!

Last but not least, we would like to be informed of any changes, reviews or other news regarding the performance.

Thank you very much in advance for your collaboration!

Contact:

Communication & Publicity Vrijhof Culture
Niké ter Heide, phone: +31 (0)53 - 489 2779
n.terheide@utwente.nl

NtH/14062023/SamenwerkingPubliciteit.rev