

Marketing Report for the Illinois District of the Barbershop Harmony Society  
Fall 2013

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1. Spring Convention

a. Registrations

i. Early registration

1. 210 full registrations
2. 1 Saturday night pass
3. 26 Harmony Platoon

ii. Registrations at site

1. Total cash and checks received: \$4,440
2. 62 full registrations
3. 98 Single Event Passes

iii. Totals

1. 272 full registrations
2. 99 single event passes
3. 26 Harmony Platoon members
4. *Note: 35 single event tickets unaccounted for after convention*

iv. Lessons

1. Color-coded tickets for different events works well
2. Better to have someone in host chapter responsible for ticket sales and security of the cash boxes than someone who is singing in multiple events (like the current VP/Marketing)

b. Marketing

i. To chapters

1. Email blasts through Vertical Response
2. Facebook

ii. To community

1. Peoria Convention & Visitors Bureau

*Note: I relied on the PC&VB to use their claimed media contacts. I provided a couple of press releases and photos of Chiefs of Staff. Only media response came from WMBD-TV (Channel 31), which aired a 45-second piece on Friday night. I will be more hands on with the local media in the fall.*

2. Website

- a. Updates: Added spring contest info to contest archive section.
- b. Changes: Added link to QCA's coaching page and made names of quartet champs more visible in the picture archive.

3. Fall convention

a. **For the agenda:** Streaming video

i. Why sell a webcast of the fall contest?

1. Attendance at conventions is in decline; possible factors include cost, time commitment, aging membership.
2. Video stream is potentially much cheaper than registration, travel, and one or two nights in hotel.
3. Video would be available for at least 30 days after convention; subscribers could watch at their leisure. (Contestants could watch themselves and other competitors afterward, too.)

ii. Logistics

1. BCPA has the necessary equipment and Internet connection (minimum 1 Mbps upload).
2. Contractor would provide cameras and crew.
3. Stream would include the actual contest sessions and award presentations only; we would not attempt "green room" interviews as on the International webcast.

iii. Bids

1. V-Cube USA (California) - \$5,125 - [www.vcube.com](http://www.vcube.com)  
Includes crew, cameras, lodging, live stream, and video archive at [www.ustream.tv](http://www.ustream.tv). *(Note: uStream is a free web service supported by banner ads across the bottom of the videos. If we had the equipment and crew, we could stream the video ourselves via uStream -- if we didn't mind the ads. uStream is a reputable service; "pro" channels at uStream include CBS News and Fox Sports.)*
2. TechWerks (North Carolina) - \$4,500 - [www.techwerks.tv](http://www.techwerks.tv)  
Includes crew, cameras, lodging, live stream, and 30 days video archive at custom website developed for convention. Also includes producing DVDs of contest sets for competing quartets and choruses.

iv. Questions

1. Can we turn a profit on this; i.e., can we sell more than 250 at \$20 apiece (or whatever price we decide)?
2. Copyright clearance for pay-per-view webcast?