

## Fall Convention Update

The Illinois District Fall convention will be held September 23–25.

I have coordinated with Samantha Moorehead and Kyle Davis from the Bloomington-Normal Convention & Visitors Bureau to make hotel arrangements:

Uptown Normal Marriot Hotel

Rate: \$134.00 per night

201 Broadway Avenue

Block of rooms under *Barbershop*

Normal, IL

*Harmony Society*

(309) 862-9000

❖ Attendees must make reservations on their own.

Tables will be set up in the lobby for information and registration.

Arranged for volunteers to work tables and distribute wristbands.

❖ Will have wristbands this year instead of badges; Mary Savard handling

Worked with Brie Lohr from the Bloomington-Normal Convention & Visitors Bureau on press releases, online calendar, radio media, and calendar of events. She will follow protocol from last year. If changes are needed, please let me know.

## **Marketing Outlook**

It seems that we've been living in the past in our approach to and methods of promoting the Barbershop Harmony Society. Word of mouth is no longer effective.

Choruses must make their presence known within their communities through participation in community events, such as parades, community fairs, and local chamber of commerce meet and greet events. Chorus representatives should be armed with informational handouts and a calendar of chorus events.

Use the Internet and social media to get the word out! A chorus website can be useful for both current and prospective members. However, this is an expense to establish and maintain. Set up a chorus facebook page with a video of a performance, practice schedule, and performance information. Update the page with chorus accomplishments and events.

Going forward, I will be communicating with the marketing and public relations contact of each chapter to provide and discuss ideas to promote the choruses and their activities within their local areas.

My mission is to jump into the 21<sup>st</sup> century with a fresh approach and even a new logo!

## **Public Relations Outlook**

The task of public relations is exactly what the term means — relating to the public.

We need to work to change the public perception of barbershopping. People may think barbershop singers wear striped jackets and straw hats. Of course, we know that's no longer true. This isn't your granddaddy's barbershop anymore!

Members of all choruses should take advantage of events sponsored by churches, banks, nursing homes, schools, VFWs and American Legion Posts, libraries, and other social groups to perform and show the public what the new face of barbershopping looks like! Improving how we are perceived increases interest, which increases membership.

Let's put our best voices forward at all times!