

## Illinois District Marketing & Publicity Report Spring 2014

### 1. Online registrations for Fall Convention

306	All-Event Passes	\$10,940
6	Single Event Passes	\$ 120
14	First-timer Registrations	\$ 0
8	Military/Student Registrations	<u>\$ 0</u>
		<b>\$11,060</b>

### 2. IDAH 2014 online registrations

7	Early-early bird (\$75)	\$ 525
19	Early-bird (\$90)	\$ 1,710
6	Full registrations (\$100)	\$ 600
4	Quartet registrations	\$ 1,440
1	Youth Chorus	<u>\$ 75</u>
		<b>\$ 4,350</b>

### 3. Tweaks and updates to website

- Best Seat in the House program information posted
- Added descriptions of district awards
- Youth in Harmony festival photos posted

### 4. Social media assistance

Mike Savard of Northbrook Chapter has taken over posting for the district to Facebook and Twitter. He's been a great help.

### 5. Spring Convention

Will continue with email, website, and social media updates to direct members to the CSD contacts for registration and housing for the spring convention.

Respectfully submitted,

Derek Gilbert  
VP/Marketing & Publicity  
Co-Webmaster