



EVENT PROMOTION/ADVERTISING POLICY

Part of the NVN's work is promoting Natural Voice singing events (regular choirs, one-off workshops, etc.) and materials (books, songs, etc.) nationally and to some degree internationally.

Because NVN has limited resources to promote individual members' work, we have come up with a policy to ensure our administrator is not inundated with requests to publicise individual events. Please be aware that your event is no more or less important than anyone else's.

1. DO IT YOURSELF

Most promotion **is done by members themselves** putting details of their events onto the website, linked to their own profile and ensuring that other publicity they put "out there" refers to the appropriate Natural Voice Network website links.

Members can also (and very often do) get hold of other members locally to them to promote their work. This involves joining your regional network (where there is one), starting a regional network (where there isn't) and simply talking about your work so that others know of it, or sometimes emailing other members locally to you, or to the event you're promoting, using their email addresses from the members' directory on the website.

Members can also use the NVN Facebook group - "NVN Voice Leaders' Forum" - to promote their work. All members can join this and post directly to it. We also have a Facebook page, where you can post events.

2. NATURAL VOICE NEWS

Some of the promotion is done automatically if the event details on the NVN website are up to date, using an email mailing list called Natural Voice News, which has a circulation of around 1200 people who are all interested in singing events. The material sent out on that list is drawn from the website's events listings and therefore only events run by NVN members are included. Anyone can receive it.

Natural Voice News goes out in the middle of each month and includes a list of non-residential events for the following month, plus residential events taking place 3 and 6 months in the future. So the newsletter in April will include non-residential events taking place in May, plus residential events (workshops, singing holidays, training courses, etc.) taking place in July and October. To ensure your event is included in this, please make sure it is uploaded to the website as soon as possible and certainly before the 14th of the previous month.

Natural Voice News has a brief editorial introduction written by a member who takes on that role voluntarily.

3. INTERNAL PROMOTION AMONG MEMBERS ONLY

Our administrator sends out a weekly email to the membership with news and updates, plus a monthly email, which promotes all offers of CPD/training for voice leaders.

a) The weekly email

This includes things like news from the trustees, meetings of regional networks, links to radio interviews or news articles by members, announcements of significant new publications by members, job opportunities in natural voice, funding opportunities, news of the Annual Gathering and so on. It may include details, probably once only, of an event being run by a group of members, or an event being run exclusively for members. It does not include promotions of an individual's events open to the public.

The administrator checks with the current Trustee Board, if in doubt about advertising an event or opportunity in the weekly email. Therefore there is likely to be some delay in advertising such an event while the trustees are consulted.

b) The monthly CPD for Voice Leaders email

To produce this, the administrator checks which events are listed on the NVN website under the category of "Voice leader training" and will ensure that these are included. Ensure all the details of your event are accurately posted on the website and they will always be included in the monthly email on the first Friday of the month. Priority in this email is given to CPD events being run for members only.

However, NVN reserves the right to refrain from publicising an event in this way if it is felt that the event is wrongly categorised. In this case the Administrator will contact the member who has organised the event to clarify the situation.

NVN Trustee Board, updated August 2019