

CLASSICAL EVENTS

# Promoters' Guide

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[www.ClassicalEvents.co.uk](http://www.ClassicalEvents.co.uk)

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## 1. Free listing - what you get:

1. Basic concert information
2. Season/Series tag and links
3. Image
4. Link to your booking web site or ticket contact
5. Programme note (full text description)
6. Facility for external links
7. 48 hour maximum response time
8. Email response system

Other sites which have paid-for listings will not allow some or all of the above features.

## 2. Introduction

When adding a concert you are allowed some flexibility. However, there are some values which are always required. These are indicated with an asterisk (\*) next to each field and additional information will be provided as you click into these.

It is *highly recommended* that you add all programme items (composers/compositions) and performers (soloists and organisations). These values are vital and will help increase the visibility of your concerts to search engines. Visitors will be able to easily find your concerts by standard searches involving date/time, location, text or internal link. There must be at least one entry in both the Programme and Performers section.

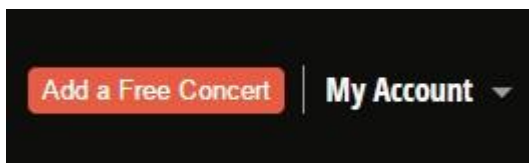
The vast majority of all concerts should look similar to *this example*. A concert that only mentions the conductor in the *Programme Note* or misses out the conductor altogether will be returned to you for amendment. Add the conductor as a Soloist in the Performers section, so that they are assigned their own link.

It would be very unusual for a concert not to mention any programme items, soloists or organisations. If the content is to be decided on the day, or at a later date after going live, then any relevant information should be stated in the *Programme Note*.

If you are unsure about submitting your concert to appear live then save it as a draft and return later.

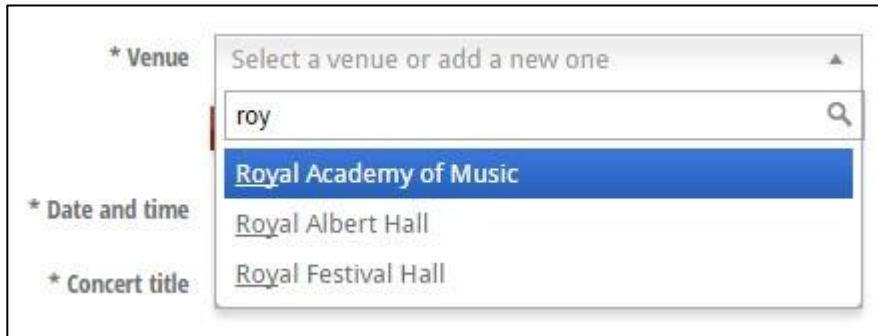
## 3. Adding a concert

Click the *Add a concert for free* button, or find the option via the *My Account* drop-down. You must be registered as a promoter to do this. You will be presented with a mixture of input fields and red buttons.



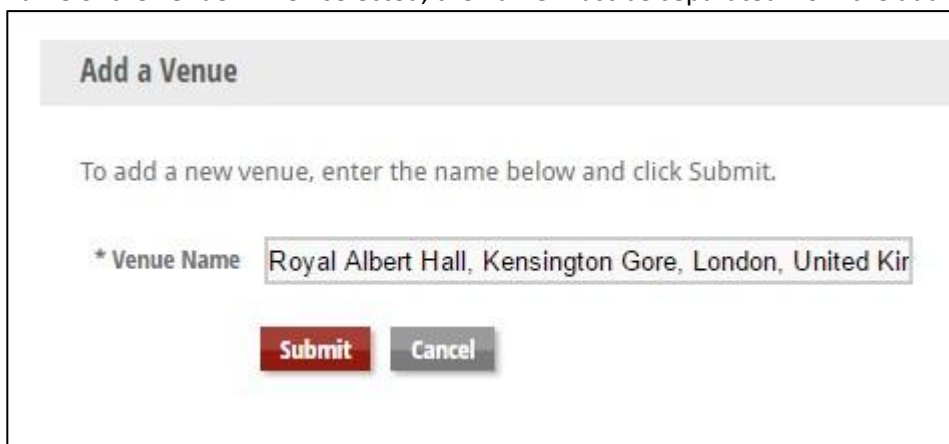
## 4. Venue

First check that your venue has already been entered by typing in a few letters. As you type in the name of your venue (e.g. Royal Albert Hall) it may appear in the drop-down list. The first match is highlighted so keep typing.



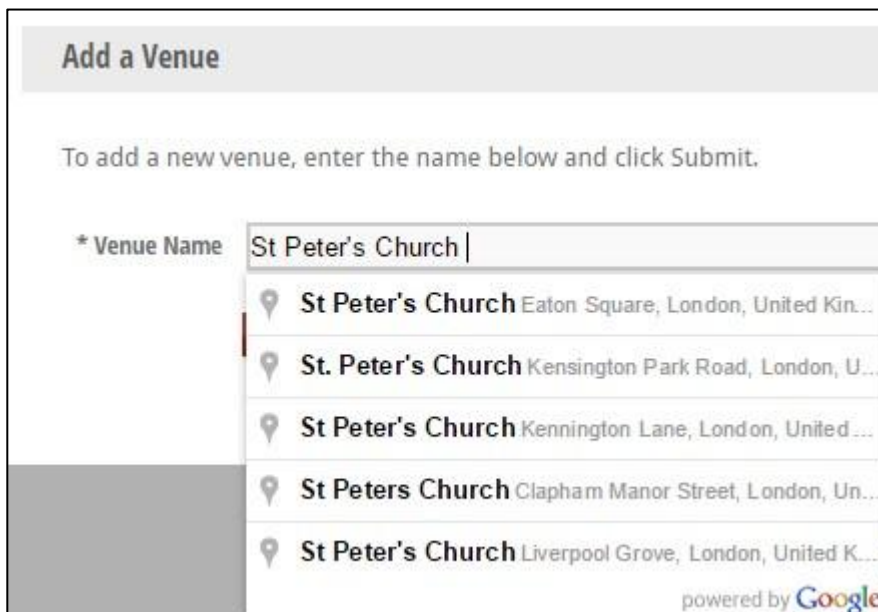
A screenshot of a web form with three fields: '\* Venue', '\* Date and time', and '\* Concert title'. The '\* Venue' field is active, showing a dropdown menu with the text 'Select a venue or add a new one'. Below the dropdown, the text 'roy' is entered in the search box. The dropdown list shows three suggestions: 'Royal Academy of Music' (highlighted in blue), 'Royal Albert Hall', and 'Royal Festival Hall'.

If your venue isn't found in the database click the *Add Venue* button to reveal the following form. Again, type in name of the venue. When selected, the name must be separated from the address details via a comma as below.



A screenshot of the 'Add a Venue' form. The title 'Add a Venue' is at the top. Below it, the instruction 'To add a new venue, enter the name below and click Submit.' is displayed. The '\* Venue Name' field contains the text 'Royal Albert Hall, Kensington Gore, London, United Kir'. Below the field are two buttons: 'Submit' (in red) and 'Cancel' (in grey).

However, your venue may not be found by Google. In the example below the further typing of 'Streatham' will not reveal the address of St Peter's Church, so click the *Submit* button. This action will take your input and put it into the name field of the *Add Venue Address* form.



A screenshot of the 'Add a Venue' form. The title 'Add a Venue' is at the top. Below it, the instruction 'To add a new venue, enter the name below and click Submit.' is displayed. The '\* Venue Name' field contains the text 'St Peter's Church |'. Below the field, a dropdown menu shows five suggestions, each with a location pin icon and the text 'St Peter's Church' followed by the address: 'Eaton Square, London, United Kin...', 'Kensington Park Road, London, U...', 'Kennington Lane, London, United ...', 'Clapham Manor Street, London, Un...', and 'Liverpool Grove, London, United K...'. At the bottom right of the dropdown, it says 'powered by Google'.

In the 'Add Venue Address' form the venue name and city/town (or district) name together should unambiguously identify your venue's location. For example:

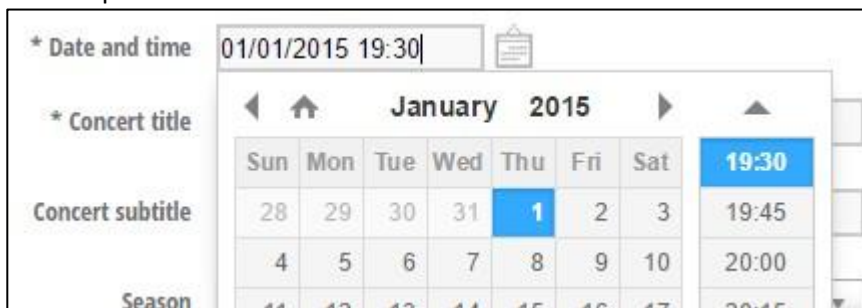
**Venue name:** St Peter's Church, Streatham  
**City:** London

**Venue name:** Wigmore Hall  
**City:** London

There is more than one St Peter's Church in London so Streatham must be added to the venue name.

## 5. Date/Time

Use the popup to enter the date and time of your concert. Click on the icon or in the input field for the popup to appear. Remember to set both the date and time for your concert. The chosen date/time will automatically appear in the input box.

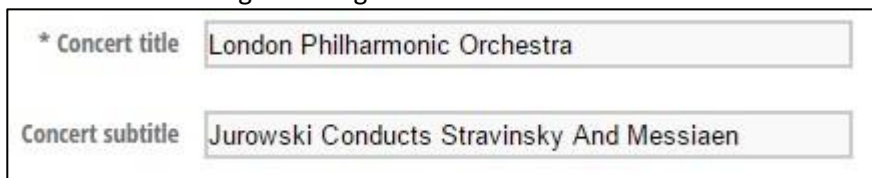


* Date and time	01/01/2015 19:30
* Concert title	
Concert subtitle	
Season	

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Time
				1	2	3	19:30
28	29	30	31				19:45
4	5	6	7	8	9	10	20:00
11	12	13	14	15	16	17	20:15

## 6. Concert title

Your concert title should be concise and contain the primary marketing information for your concert. Using the name of your orchestra or choir as the concert title is a good starting point. Although this field is free text it will show in a search engine listing.



* Concert title	London Philharmonic Orchestra
Concert subtitle	Jurowski Conducts Stravinsky And Messiaen

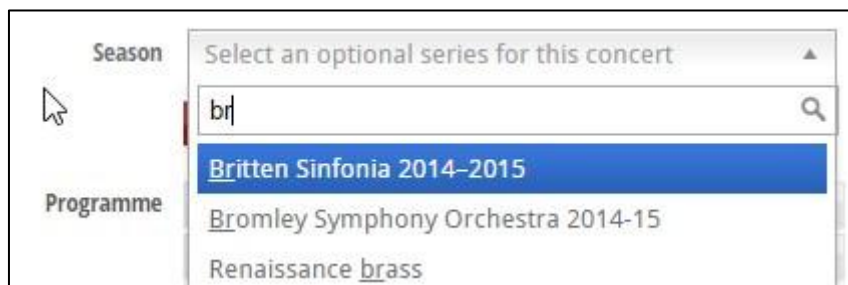
## 7. Concert subtitle

Your subtitle can be used as an alternate title or for additional concert details. It becomes searchable internally once your concert is approved. Similarly to the concert title it should be concise. Text from the title and subtitle can be entered into the search box to find concerts.

A simple title/subtitle combination is very useful for a Tweet! One entry should mention what is being played and the other who is playing it.

## 8. Season

Check that your existing season (or series) of concerts is in the drop-down by typing in a few letters. Click the *Add Season* button to add a new season.



The screenshot shows a form with a 'Season' dropdown menu. The dropdown is open, displaying a search bar with 'br' entered and a magnifying glass icon. Below the search bar, three options are listed: 'Britten Sinfonia 2014-2015' (highlighted in blue), 'Bromley Symphony Orchestra 2014-15', and 'Renaissance brass'. To the left of the dropdown, the labels 'Season' and 'Programme' are visible.

## 9. Programme item

To ensure your concert is accepted, please provide a minimum of one composer-composition entry. Click the *Add Programme Item* button to enter an existing composer and composition. You can also create new composers and compositions via the same button. By typing in a few letters of the composer's name you will retrieve a drop-down list of composers.



The screenshot shows a form titled 'Find Composer'. Below the title, there is a text box with the instruction: 'To find a composer within our database, start by typing in their surname.' Below this, there is a label '\* Select Composer' followed by a search input field containing 'brit'. A dropdown menu is open, showing a list of composers: 'Brito, Estêvão de', 'Britten, Benjamin', 'Caroso, Fabritio', 'Dobritzsch, Rudolf', and 'Leutert, Brita Falch'. A 'Cancel' button is visible to the right of the dropdown.

If there is no match click *Add composer* button, and complete the form, otherwise click the *View Compositions* button. The *Select Compositions* form will be displayed. By typing in a few letters of the composition name you will retrieve a drop-down list. Select your composition and click *Use this Composition*.



The screenshot shows a form titled 'Select Composition by Britten, Benjamin'. Below the title, there is a text box with the instruction: 'Select a composition from the list shown below or add a new composition'. Below this, there is a label '\* Composition' followed by a search input field with the placeholder text 'Select the composition for this composer' and a magnifying glass icon. A dropdown menu is open, showing a list of compositions: 'Cello Sonata in C Op. 65' (highlighted in blue), 'Holiday diary suite, Op.5', 'Saint Nicolas, Op. 42', and 'War Requiem'.

Please be careful to follow the instructions for entering a new composition. Guidance is on the form.

If your concert is a collection of unnamed songs or instrumental works use the composer *Various* and add a new composition with a descriptive name:

**Various** - Songs from the musicals (including new works, famous hits and many more)

Other generalist names are available such as Traditional or Anonymous.

## 10. Interval

Does your concert have an interval? If it does then simply click the *Interval* button and move to the desired point.

## 11. Performers

Please take a moment to identify all the soloists and organisations who will perform in your concert. A typical concert might have a conductor (soloist) and orchestra/choir (organisation). Your concert must have at least one soloist or organisation. For example, this would resolve to concert which is made up of solo piano or string quartet compositions. It is not sufficient to simply enter the details in the concert title/subtitle - no internal links will be created. If a concert contains Beethoven's 9th symphony you would have to enter:

Five soloists: conductor, soprano, alto, tenor and bass

Two organisations: orchestra and choir

To add an existing soloist or organisation to your concert, simply click the *Add Soloist* or *Add Organisation* buttons. You can also create new performers via the same buttons.

### Soloists

To add an existing soloist click the *Add Soloist* button. Enter a few characters into the *Select Soloist* field and choose from the drop-down list. Do the same with the *Instrument* field. Combination instruments (or roles) are available such as:

**Vladimir Ashkenazy** - pianist / conductor

Repeat this action for all the soloists who are performing in your concert.

**Select Soloist**

Select the soloist by typing in their name. If the soloist is not listed, click Add New Soloist.

\* Select Soloist

\* Instrument

Select the soloist to add to the concert

ash

- Ashley Riches
- Ashley Solomon
- Ashot Khachatourian
- Dimitri Ashkenazy
- Peter Ash
- Vladimir Ashkenazy

You may add a new instrument (or role) for an existing soloist. If the soloist is not found then click the 'Add New Soloist' button.

## Organisations

Click the *Organisation* button to add an existing organisation. Enter all the organisations who are performing in your concert.

**Select Organisation**

Enter the organisation name and click Select Organisation. If the organisation is not listed, click Add New Organisation.

Select Organisation

Select the organisation to add to the concert

phil

- 12 Cellists of the Berliner Philharmoniker
- BBC Philharmonic
- Berliner Philharmoniker
- Borusan Istanbul Philharmonic Orchestra
- Czech Philharmonic Orchestra
- Forest Philharmonic Orchestra
- Hillingdon Philharmonic Orchestra
- Kensington Philharmonic Orchestra
- London Philharmonic Choir

Promote your class



Type in a few character from the name of the organisation and then select it. Click *Add Organisation* to enter a new organisation.

## 12. Ticketing info

Click the *Edit Ticketing Options* button to inform web site visitors about purchasing tickets to your concert. You may store a link to access your online booking system or ticketing contact.

## 13. Image

To provide an image for your concert, simply choose the file you wish to use (either a JPG or PNG). We will then resize your image accordingly for you. Please note that we cannot accept files larger than 5MB in size.

If you wish, you may also provide a description for your image.

## 14. Programme Note

Do not copy and paste all your concert information into here! Please use the input buttons for the programme items and performers, otherwise your entry will be returned.

The programme note should be primarily for information about the compositions and performers. There are some basic word processing facilities available including the creation of html links e.g. to your orchestra's own web site.

Any tickets contacts or booking links should be put in section 12 - Ticketing Info.

A programme note entry is not compulsory for a draft concert.

## 15. Submit or Draft

When you click the *Submit Concert* button your concert is ready to go live. It will be checked by our team before appearing publicly on the web site. If there are any obvious omissions or errors it will be returned to you under the status of *Requires Update*. At this point simply edit the concert with reference to the message and re-submit.

The *Draft* button allows you save your concert without requesting it to go live. This also means that you can build the details over time.

After a concert has gone live you may still modify it, although any update you submit will have to be approved. It is possible to return a concert to draft status.

If you wish to cancel a concert it would be good practice to prefix the Concert Title with "Cancelled", for example. Concert goers will need some notification and this maybe a better option than simply deleting it, especially if the concert date is nearing.

## 16. Checking your links when your concert is live

Go to the main menu


- Choose *Concerts* and scroll to your concert. Click on the red concert title.
- Choose *Home* and scroll to the right to find the correct five day view and then look down the page. Click on the red concert title.
- Choose *Composers* and then the first letter of a surname of a composer in your concert. Click on the composer's name and then the concert title. Your concert page should be displayed.
- Choose *Organisations, Soloists, or Venues* and follow the same pattern as with *Composers*.
- If you live within 5 miles of the concert venue, your concert will be retrieved by clicking the *Use my location* check box and then the search icon.
- Try a date search. You may just enter the *From date* instead of both.

## 17. Example Concerts

Best viewed in *two page view*.

## Add/Edit concert

\* Venue  ▼  
**Add Venue**

\* Date and time  

\* Concert title

Concert subtitle

Season  ▼  
**Add Season**

Programme

↑	Smetana, Bedřich - Dance of the Comedians (The...)	×
↓	Grieg, Edvard - Piano Concerto in A minor, Op.16	×
↑	- Interval -	×
↓	Beethoven, Ludwig van - Symphony No.2 in D ma...	×

**Add Programme Item** | **Add Interval**

Performers

Simon Ballard – piano	×
Paul Showell – conductor	×
Hayes Symphony Orchestra	×

**Add Soloist** | **Add Organisation**

Ticketing info

Prices: £10. Concessions available


Season discount: £25.50 (three tickets)

Booking telephone: 020 0000 0000

Booking link: <http://www.hayessymphony.org.uk/concer...>

**Edit Ticketing Options**








Image  No file chosen

Current Image 

**Remove Image**

Image description

\* Programme Note

**B** *I*       

The HSO welcome Simon Ballard as the soloist in the ever popular Grieg piano concerto.

**Submit Concert** | **Save Draft**

## The Hayes Symphony Orchestra

Soloist: Simon Ballard

Part of the Hayes Symphony Orchestra 2014-15 Season



Add to my Calendar

### Details

St Francis of Assisi, West Wickham | West Wickham  
Sat 20-Jun-15  
07:30 PM

### Tickets

Prices: £10. Concessions available  
Season tickets: £25.50 (three tickets)  
Booking line: 020   
[Book Tickets](#)

### Programme

Bedřich Smetana – Dance of the Comedians (The Bartered Bride)  
Edvard Grieg – Piano Concerto in A minor, Op.16  
~ Interval ~  
Ludwig van Beethoven – Symphony No.2 in D major, Op.36

### Performers

Simon Ballard – piano  
Paul Showell – conductor  
  
Hayes Symphony Orchestra

### Other concerts in this Series



Sat 22 Nov 14 - 07:45 PM  
[The Hayes Symphony Orchestra – with Simon Ballard](#)  
  
Sat 28 Mar 15 - 07:45 PM  
[The Hayes Symphony Orchestra](#)

### Programme Note

The HSO welcome Simon Ballard as the soloist in the ever popular Grieg piano concerto.



### Get a route map

Enter departure postcode

