

Publicity

1. Develop and implement a professional marketing plan using targeted or focused strategies and markets to promote the Quilt Show.
2. Responsible for the design, printing and distribution of all publicity material for the Quilt Show including press releases, public service announcements, flyers, bookmarkers, press kits and any other form of publicity required.
3. Design a Quilt Show logo and letterhead to be used on all publicity material.
4. Work with Guild Webmaster to create the Quilt Show web pages. Ensure all related Quilt Show forms and information are available on the web site.
5. Coordinate and approve all publicity material provided by the Portfolio Leaders for the Guild newsletter and web site.
6. Solicit sponsorships and donations for the Quilt Show.
7. Maintain an up to date contact list for media and the quilting culture/industry.
8. Distribution promotional material to ensure an awareness at a local, provincial and national level, including Quilting Guilds and Organizations, Quilt Shops, related Craft Shops and web sites, public libraries, magazines, newspapers, radio and television.
9. Prepare and submit articles about the Quilt Show for the Canadian Quilters Association, quilting magazines and the Guild web site.
10. Prepare a Guild brochure to be distributed to visitors at the Quilt Show that are interested in joining YHQQ.
11. Contact past guild members inviting them to the show.
12. Confirm arrival of expected bus tours to the appropriate Portfolio Leaders. Request advance notice from groups if at all possible.