



NEC Student Recital Promotion Guide

Promoting your own concert can be scary and time consuming, especially if this is one of your first attempts at it—but never fear! This guide outlines some of the methods you can use to promote your student recital.

If promoting your recital overwhelming, just remember that you do not need to do all of the items mentioned in this guide. Rather, this is a list of options that you can choose from. Choosing a few of these will help get you on your way.

Getting Started

You are responsible for promoting your own student recital. This can be a great learning opportunity that you can carry with you into your future professional life.

NEC's Marketing & Communication Department provides:

- The Marketing Department at NEC will automatically create a concert listing for your event that will be featured on the "Concerts" page of the NEC website.
- A digital slide will be created featuring your recital's information, including the program, for the concert screen, which is located in the Jordan Hall building if you take a right turn at the security desk.

If you notice an error: please email marketingadm@necmusic.edu with a URL for your recital and a description of the error.

NEC's Marketing & Communication Department does NOT provide:

- Inclusion of your repertoire/program, personal information, or personalized graphics/photos for your online concert listing.
- Posters or any other graphic design or print support

NEC's Marketing & Communications Department has also created this guide to assist you.



Making a Concert Promotion Plan

It can be incredibly helpful to outline a concert promotion plan, much like you would make a plan for practicing.

6-10 weeks before your event:

Take an hour to brainstorm ideas for promoting your event.

- **Write 1-2 sentences** about what you hope to gain by advertising the concert. For example:
 - I want to make sure that I have at least 20 people there.
 - I want to get my mentors and professional contacts to attend.
 - I want to learn about one new aspect of concert marketing that I can take with me after I graduate.
- **Decide which promotional tactics you will do**, and just as importantly, you might try to decide which promotional tactics you will *not* do. This can help keep promotion manageable. For example: "I will do email outreach and make a Facebook event, but I'm not going to do outreach outside of my personal contacts."
- **Make a calendar**. If you're emailing or posting online, it's helpful to plan your content in advance. For example, here's a sample calendar:



APRIL 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
	Create Facebook event	Send first email		Post recital graphic on socials		Post concert to online calendars
7	8	9	10	11	12	13
			Behind-the-scenes practice posts			
14	15	16	17	18	19	20
		Post recital graphic on socials		Send second email	Behind-the-scenes practice posts	
21	22	23	24	25	26	27
	Behind-the-scenes practice posts		Post recital graphic on socials		Behind-the-scenes practice posts	Send final email
28	29	30				
	Last minute social posts	Last minute social posts pt. 2 RECITAL!!!				

Options for Promoting Your Concert

Here, you'll find a list of possible tactics for promoting your concert. It is by no means exhaustive, and you very well may have your own solutions. This is meant to present you with some of your options.

Poster & Graphics

- Many students create a **poster to display on campus**. It's great to let your personality show in your poster!
- You are responsible for printing and costs. You can work with any print vendor. If you would like to work with NEC's on-campus printer, contact the [NEC Copy Center](#) for pricing and details.
- There are many free, easy-to-use tools that you can use to create posters, such as [Canva.com](#). These include pre-made templates for posters, postcards, and social media graphics, so you don't need to start from scratch.
- You might also wish to create matching **images for use in social media**, such as a banner image for your Facebook event, and/or a square image for your social posts.



Email

- **Email is still one of the most effective forms concert outreach.**
 - In the professional concert marketing world, social media is great for widening your reach, creating excitement, and reminding people of your event, but email is more effective for getting audience members to actually buy a ticket or attend.
 - People like feeling personally invited.
- **Make your email list:**
 - Reflect on the contacts you have made during your time at NEC. Think not only of students you have met, had class with, or collaborated with, but also teachers you have enjoyed learning from, professional contacts you have made outside of school. Then, of course, add any personal contacts from your family, friends, clubs, faith groups, and beyond.
- **Keep track of your list:**
 - If you choose to use your regular email address, it's considered polite and professional to **bcc (blind carbon copy) the recipients of your message.**
 - You might also take this opportunity to start a professional email list that you can use to promote your future concerts as well. You can use a service provider like Mailchimp (free up to 2,000 contacts) and Tynyletter (free).
- **Suggested timeline:**
 - Save the date: especially if you expect anyone to travel from far away, you might choose to send a save the date as soon as you have your date booked.
 - Send email #1 around a month in advance.
 - Send email #2 10-14 days in advance.
 - Reminder email 2-4 days before
- Here's a sample email message to get you started. Keep in mind, of course, that it's great for your message to sound like you—your own personality and voice.

Hello Friends,

I am writing to invite you to my Master's Recital on April 30th at 8 pm in New England Conservatory's Burnes Hall. I will be performing music by Joan Tower, Clarice Assad and Manuel de Falla. [Include something personal about what excites you about this music, what makes it special or unusual, etc.]



*You can find all the details at [copy and paste your recital URL here]
For those of you not in Boston or otherwise not able to make it, you can also
find the livestream at this address. Please note that the livestream will only
be available during the concert and will not be archived for future viewing.*

I would love to see each one of you there!

*Best,
Eben Jordan*

Social Media

Social media is a great way to promote your concert, and your work as a musician. If you are already a user of any of these platforms, you can use them to promote your work. It's not necessary to start new accounts or be in new platforms—in fact, many artists like certain platforms, but not others, and find that it's more effective to focus your efforts on social tools that feel like a good match rather than feeling you must be everywhere at once.

Facebook

- Create a Facebook event for your event. We suggest 4-8 weeks before your concert. Be sure to include the information for live-streaming. You may opt to put the full program here, or simply list the composers.
- Invite your Boston area friends, colleagues, and professional contacts; and also those you think would be interested in live-streaming your recital.
- If you belong to any private Facebook community groups, you may find it useful to post there.
- If you wish, you can create graphics that match your poster and use them for posts in your newsfeed.
- Photos and videos of you practicing, hanging your posters, etc. can also be very engaging. Get creative!
- In addition to posting about your event in your newsfeed, it is also useful to post in the event itself so that invitees get a notification.

Instagram

- We suggest that you start posting about 4-6 weeks before your recital.
- Instagram offers a beautiful opportunity to vary the types and varieties of content you create. For instance, not only can you post the recital flyer-type graphics to promote your event but you can also share behind the scenes



looks into your musical preparation. Again, this is an opportunity to get creative!

- Another useful feature of Instagram are hashtags. Hashtags allow your posts to be discovered by people with similar interests. For example, if you are a cellist and tag your post #cello, your post can be discovered by people searching "#cello." It can also be found in people's "Explore" tab.
- If you wish to use hashtags, this can be a good way to share your content with other musicians (though it's unlikely that this will result in more recital attendees). It can be helpful to search around your specific instrument you can find many useful ones to use. For example, a classical guitarist may use #NylonGuitar and #FingerstyleGuitar in addition to #ClassicalGuitar. You might also use hashtags about your location, for example #Boston or #BosArts.

Twitter

- Much like Instagram, Twitter provides you an opportunity to interact and engage with others in your musical community. If you want to use Twitter as part of your professional online presence, it's important to authentically engage with other people's work. Retweet, ask questions and truly be a member of a community. Avoid posting only about your events.
- Like the other platforms you can post photos and videos, and participate in a wider dialogue around music. There is a 2:20 time limit for videos.

Paid Advertising

- You should expect that the people who attend your student recital will be people who have a connection to you personally. However, if digital marketing is a topic that you would like to learn more about, you can use your recital to learn about paid digital promotion, even for as little as a few dollars.
- While you can run sidebar ads through Facebook, it would be wiser to promote a post about your recital, or the Facebook event listing itself.. Both Facebook and Instagram have platforms that walk you through the ad creation and targeting process. You can target people who meet certain criteria, such as:
 - A specific location, i.e. within 10 mile radius of Boston
 - A specific audience, i.e. people who like classical music
 - You can also target your own friends/followers.



Additional Resources

The Musicians Way: A Guide to Practice, Performance and Wellness by Gerald Klicksten

Be Your Own Manager: A Career Handbook for Classical Musicians by Bernhard Kerres and Bettina Mehne

NEC's Entrepreneurial Musicianship Department:

<https://necmusic.edu/em/guidebook>

- Particularly relevant are the materials under the "Marketing and Promotion" heading.