

NGI Communications Manual for culture¹⁰ Partners

NewcastleGateshead Initiative

4th Floor, Central Square South, Orchard Street, Newcastle upon Tyne NE1 3AZ
T 0191 243 8800 F 0191 222 1282 E ngi@ngi.org.uk
www.NewcastleGateshead.com

NewcastleGateshead Initiative

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- **Introduction**

This is the guide to the marketing opportunities available to culture¹⁰ partners and how they can be best utilised to the partner's advantage. These opportunities include the standard NGI communication vehicles such as What's On and e-news, as well as NGI's targeted campaigns for building national awareness of the region's world-class festivals and events.

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Local and National Media

In 2007, NewcastleGateshead Initiative (NGI) will advertise culture¹⁰ events locally in Culture magazine, and to a national audience through campaigns in the Telegraph, Guardian and Observer and with classified 'what's on' listings in the Daily Mail.

As explained at the project managers briefing last year, the majority of NGI's culture¹⁰ event marketing for 2007 will be planned around the key objective of attracting more visitors to the region to engage with the culture¹⁰ events programme. NGI will spend £1/4million on campaigns in the national press this year – this will include a substantial amount of online activity with Guardian Unlimited and Telegraph.co.uk and a presence in a number of national newspapers throughout the year. This strategy will allow culture¹⁰ partners to focus upon local marketing and awareness building.

NGI's national campaigns will run quarterly and each will lead with a bound-in insert in Guardian Guide and Telegraph Magazine (North region).

Culture Magazine

- **Contributions**

NGI is a supporter of The Journal Culture magazine and because of this relationship is able to submit editorial copy and an advert for each issue and can plan in advance how best to link the two. Both are important opportunities for culture¹⁰ partners as NGI will feature a different culture¹⁰ event each month. The marketing department will contact the relevant partner for copy, logos, images etc. when the event for that month has been confirmed. The PR department will work with the partner on the editorial feature.

- **Publication Dates**

The publication dates for 2007 are as follows:

27th March
24th April
29th May
26th June
31st July
31st August
25th September
30th October
27th November

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National Newspaper Inserts

The national newspaper inserts will be produced by NGI as a destination marketing tool. The inserts will reflect NGI's strategy of promoting its outstanding events to attract visitors from outside of the region and will be an important opportunity for culture¹⁰ partners to advertise their events to over 450,000 readers throughout the North of England and Scotland.

Run-ons of the first insert were handed out at the culture¹⁰ Launch event on 26th February. This insert featured an article on the region's events during the March-June campaign as well as a calendar of confirmed events for the full year. Additional copies of each insert will be available from Shelley Johnson upon publication (see below for contact details) and as a pdf. from <http://www.NewcastleGateshead.com/culture10.php>

- **Contributions**

Contributions for each insert should be sent to shelley.johnson@ngi.org.uk and received by the following dates:

Campaign	Contribution Deadlines	Publication Dates
March-June	1 st February [completed]	March
June-August	5 th April	June
September-December	5 th July	September

Contributions should include

- Key selling points of your event and key selling text – 100-200 words including date, times, cost
- More in-depth text for the website – 200 words
- Strong images to support the event - photographs and/or branding
- Details of how a visitor can find out more information, register or buy tickets (e.g. phone number, website)

Each campaign's insert will feature events within that campaign timeframe but will also signpost to events later in the year so partners should if possible send contributions for all campaign inserts preceding their event.

- **Further Information**

For any queries or help please contact Shelley Johnson on **0191 243 8822** / email: shelley.johnson@ngi.org.uk or Catherine Jowett on **0191 243 8808** / email: catherine.jowett@ngi.org.uk

Printed Collateral

The official What's On guide for NewcastleGateshead (produced by NGI) provides a great opportunity to promote events and exhibitions around the North East and beyond, through a variety of distribution networks.

From April the What's On guide will change to allow more effective promotion of the area's world-class events programme: the look and feel of What's On will be improved so that its events focus stands out; there will be increased pagination so that more information on culture¹⁰ events can be included; and content will be improved with editorial copy so that the What's On becomes more of a guide than a listing.

- **Distribution**

Up to 200,000 copies will be printed of each of the quarterly guides and will be widely distributed around the whole of the North East through sites such as Newcastle International Airport, Tourist Information Centres, Nexus Travelshops in key Metro stations, libraries and hotels.

Currently, hand-to-hand and racking in key locations are the main distribution methods used however from April onwards the guides will also be delivered to key postcode areas within Tyne and Wear.

NewcastleGateshead's key carriers (e.g. easyJet, DFDS, GNER) are sent the What's On listings, and NGI's members are mailed the new guide every quarter and given the option to stock What's Ons for their customers.

What's On is also available on NewcastleGateshead.com as a pdf. download.

- **Distribution Dates**

Issue	Distribution Date
April – June	Last week of March
July – September	Last week of June
October – November	Last week of September
December (Winter Festival)	First week of November
January - March	First week of January

- **Contributions**

Contributions from culture¹⁰ partners should include the following information where possible:

Name of event / festival

Dates and times

Location address

Nearest Metro station (if applicable)

Website

Public telephone number

Ticket prices

List of partners involved

Key contact (for approval)

Key selling messages

Content

- key selling paragraph
- more in-depth view of event
- quotes from key people / artists involved
- a reference to a similar high-profile event

Imagery – a lead image and range of secondary images with credits

Target audience information

Whether the event would have relevance to audiences in Yorkshire, the North West, Edinburgh / Glasgow, Norway or Ireland.

As part of the redesign of the What's On, NGI would like to include competitions featuring special prizes associated with the events featured. This will help us collect data about individuals who use What's On so that we can improve the guide and its distribution. Prizes might include tickets, VIP passes, an opportunity to meet with an artist, an invite to the launch event of a festival with a free meal at a local restaurant etc. NGI can contribute accommodation offers to the competitions if appropriate. If you have any prizes to offer for these competitions, please send them in with your What's On contributions.

Please send contributions to shelley.johnson@ngi.org.uk

NewcastleGateshead Initiative

What's On

- **Contribution deadlines**

Issue	Contribution Deadline
April – June	12 th February [completed]
July – September	1 st May
October – November	1 st August
December (Winter Festival)	17 th September
January - March	15 th November

- **Example What's Ons**

Examples of previous What's On guides are available at:

<http://www.NewcastleGateshead.com/culture10.php>

- **Further Information**

For any queries or help please contact Shelley Johnson on **0191 243 8822** or email: shelley.johnson@ngi.org.uk

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The NGI website is an important tool for promoting **events, activities, attractions, special offers and competitions** to local people and to national and international tourists planning or considering a visit to NewcastleGateshead and the North East. The site attracts an average of 27,500 visits per month and an average 16,500 unique visitors per month.

- **Contributions**

Contributions should ideally be no more than 300 words and include imagery where possible. Contributions can be made at any time as website listings are continually updated. culture¹⁰ partners are encouraged to send a contribution for the website giving a flavour of their event as early as possible then further contributions that add to the website listing can be made as and when content becomes available.

NewcastleGateshead.com contributions for events will feed into NewcastleGateshead's microsites on the Guardian/Observer website.

NGI will be running substantial campaigns on these websites in 2007. The contributions will also inform information sent by NGI to ONE North East, Visit Britain (international), Enjoy England, England's North Country and the city's main carriers (e.g. easyJet, GNER, Virgin).

Please send contributions to matt.offer@ngi.org.uk or shelley.johnson@ngi.org.uk

- **Example Listings**

An example listing and a form showing the types of information we require to list on the website are included in this manual.

- **Further Information**

For any queries or help please contact Matt Offer on **0191 243 8825** or email: matt.offer@ngi.org.uk

This is a great way to promote events to all our registered users based both locally (NE Postcodes), nationally and internationally. E-news goes out to 6,500 registered users at the end of each month.

- **Contributions**

Contributions should ideally be no more than 300 words and include imagery where possible.

culture¹⁰ partners are invited to submit special offers and competitions to make their event stand out to the reader. Suggestions for competition prizes that culture¹⁰ partners could offer include tickets, VIP passes, an opportunity to meet with an artist, an invite to the launch event of a festival and tickets with a free meal at a local restaurant.

Contributions should be received during the first two weeks of a month. Please provide contributions to matt.offer@ngi.org.uk

- **Distribution Dates**

The distribution dates for 2007 are as follows:

25 January
22 February
29 March
26 April
24 May
28 June
26 July
30 August
27 September
25 October
29 November
TBC December (Winter Festival)

- **Example Newsletters**

Examples of previous newsletters are available at:

<http://www.NewcastleGateshead.com/culture10.php>

- **Further Information**

For any queries or help please contact Matt Offer on **0191 243 8825** or email: matt.offer@ngi.org.uk

Visit NewcastleGateshead.com to sign up for e-news and keep up with all of the region's world-class festivals and events, as well as the latest activities and special offers.

Targeting NGI members with special offers and competitions is a great way to promote your event around the city.

- **Contributions**

Contributions should ideally be no more than 350 words. Images can be included and need to be supplied in jpeg format.

Suggestions for competition prizes that culture¹⁰ partners could offer include tickets, VIP passes, an opportunity to meet with an artist, an invite to the launch event of a festival and tickets with a free meal at a local restaurant.

Contributions should be received no later than 27th or each month, for publication / distribution, in the first week of the following month. Please provide contributions via email to joy.thompson@ngi.org.uk

- **Distribution Dates**

Each month, usually no later than the 10th.

- **Example Newsletters**

Examples of previous newsletters are available at:

<http://www.NewcastleGateshead.com/culture10.php>

- **Further Information**

For any queries or help please contact Joy Thompson on **0191 243 8812** or email: joy.thompson@ngi.org.uk

NewcastleGateshead Initiative NGI Marketing Contacts

Nicola Short
Head of Marketing
E: nicola.short@ngi.org.uk
T: 0191 243 8818

Catherine Jowett
Marketing Manager – Destination and Events
E: catherine.jowett@ngi.org.uk
T: 0191 243 8808

Steven Gibson
Marketing Manager – Business
E: steven.gibson@ngi.org.uk
T: 0191 243 8815

Matt Offer
Web Management Executive
E: matt.offer@ngi.org.uk
T: 0191 243 8825

Shelley Johnson
Marketing Coordinator
E: shelley.johnson@ngi.org.uk
T: 0191 243 8822

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Event Details

Event	
Event Details	Facilities
Categories: <input type="text" value="Children"/> <input type="text" value="Christmas"/> <input type="text" value="Classical Music"/> <input type="text" value="Comedy"/> <input type="text" value="Dance"/> <input type="text" value="Drama"/> <input type="text" value="Exhibitions"/> <input type="text" value="Festival"/> <input type="text" value="Folk"/> <input type="text" value="Jazz"/>	Parking <input type="checkbox"/> Note: <input type="text"/>
Resource Name: <input type="text"/>	Disabled Parking <input type="checkbox"/> Note: <input type="text"/>
Location Name: <input type="text"/>	Toilets <input type="checkbox"/> Note: <input type="text"/>
Date From: <input type="text"/> DD-MM-YYYY	Disabled Toilets <input type="checkbox"/> Note: <input type="text"/>
Date Until: <input type="text"/> DD-MM-YYYY	Hearing Impaired <input type="checkbox"/> Note: <input type="text"/>
Time From: <input type="text"/> HH:MM:SS	Wheelchair Ramp <input type="checkbox"/> Note: <input type="text"/>
Time Until: <input type="text"/> HH:MM:SS	Guide Dogs <input type="checkbox"/> Note: <input type="text"/>
Contact Name: <input type="text"/>	Catering Type <input type="checkbox"/> Note: <input type="text"/>
Existing Location: <input type="text"/> <input type="button" value="Get Details"/>	Nearby Catering <input type="checkbox"/> Note: <input type="text"/>
Address 1: <input type="text"/>	Nearest Metro <input type="checkbox"/> Note: <input type="text"/>
Address 2: <input type="text"/>	Public Transport <input type="checkbox"/> Note: <input type="text"/>
Address 3: <input type="text"/>	<input type="checkbox"/> Guided Tour
Address 4: <input type="text"/>	Tour Length: <input type="text"/> HH:MM:SS
Address 5: <input type="text"/>	Open From: <input type="text"/> HH:MM:SS
City: <input type="text"/>	Open To: <input type="text"/> HH:MM:SS
County: <input type="text" value="Tyne and Wear"/>	<input type="checkbox"/> Open 365 days
Cultural Quarter: <input type="text" value="- Unspecified -"/>	Images
Postcode: <input type="text"/>	Image 1: <input type="text"/> <input type="button" value="Browse..."/> <small>(image no more than: 105 x 105 pixels and 30000 bytes)</small>
Telephone 1: <input type="text"/>	Image 2: <input type="text"/> <input type="button" value="Browse..."/> <small>(image no more than: 105 x 105 pixels and 30000 bytes)</small>
Telephone 2: <input type="text"/>	Image 3: <input type="text"/> <input type="button" value="Browse..."/> <small>(image no more than: 105 x 105 pixels and 30000 bytes)</small>
Fax: <input type="text"/>	Image 4: <input type="text"/> <input type="button" value="Browse..."/> <small>(image no more than: 105 x 105 pixels and 30000 bytes)</small>
Email: <input type="text"/>	Why Modified?
URL: <input type="text"/>	Why last Modified: <input type="text"/>
Class Code ID: <input type="text"/>	<input type="button" value="Save Data"/>
Summary: <input type="text"/>	
Description: <input type="text"/>	
Directions: <input type="text"/>	
Prices	
Adult: <input type="text"/> Note: <input type="text"/> <input type="checkbox"/> Adult - Free?	
Child: <input type="text"/> Note: <input type="text"/> <input type="checkbox"/> Child - Free?	
Concession: <input type="text"/> Note: <input type="text"/> <input type="checkbox"/> Concessions - Free?	
Extra Price Details: <input type="text"/>	

Event Details



[Click here to view more photos](#)

CONTACT DETAILS

Northern Stage
Barras Bridge,
Newcastle upon Tyne,
NE1 7RH

[View Location Map](#)

Tel: 0191 230 5151

Email: [Angels in America
\(Northern Stage\)](mailto:Angels in America (Northern Stage)@northernstage.co.uk)

Website: [Angels in America
\(Northern Stage\)](http://www.northernstage.co.uk/angels-in-america)

Angels in America (Northern Stage)

From: 16/05/2007 - To: 26/05/2007

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One of the greatest plays of the 20th century (New York Observer), is winging its way to Northern Stage. Tony Kushner's multi award-winning two-part Angels In America is receiving its first UK revival.

Angels In America captures all the wild hedonism of 1980's New York at the moment of greed, Reaganomics and the spiralling terror of HIV.

Heralded as a two-part masterpiece, *Angels In America* is one of the defining works of 20th century drama and was made into a hugely-successful TV miniseries in 2003 starring Al Pacino and Meryl Streep.

When the first part of Tony Kushner's epic play, *Millennium Approaches*, premiered in Los Angeles it ran to overwhelming critical acclaim. By 1993, it had won nine awards including the 1993 Pulitzer Prize, the London and New York Drama Critic Circle Awards and a Tony for Best Play. The second part, *Perestroika*, ran to equal praise two years later with four best play awards.

At once hilarious and profound, *Angels In America* is a vivid dissection of relationships gay and straight, of survival, of faith, of the things that make us human.

In a collaboration between Headlong Theatre, Citizens' Theatre Glasgow and Lyric Hammersmith, *Angels In America* is presented here in the first national revival since its celebrated premiere at the Royal National Theatre in 1992. The production, which is directed by Daniel Kramer, who recently directed Alan Cummings in *Bent* in the West End, is designed by Northern Stage's Creative Programming Associate, Soutra Gilmour.

The tour will bring both Parts 1 and 2 to Northern Stage, playing mostly on alternate nights for the two-week run.

STAGE 1

PART 1: MILLENNIUM APPROACHES

16, 18, 22, 25 MAY 7.30PM

MATINEES 19, 24, 26 MAY 2PM

PART 2: PERESTROIKA

17, 19, 23, 24, 26 MAY 7.30PM

£18, £16, £14/, £5

STUDENTS/UNDER 25s £8

CONCESSIONS AVAILABLE

RECOMMENDED 12+

