



Performer and company promotion at FiraTàrrega

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INTRODUCTION

FiraTàrrega represents a fantastic window of opportunity for company promotion. Firstly, because this festival receives excellent media coverage, attracts a hugely diverse audience and has a strong social network presence. Secondly, because it is a landmark event for the performing arts sector. Every year the fair registers an average of 800 professionals, representing over 400 different organisations from around twenty countries.

Owing to the audience it attracts and its reputation, the Fira is an exceptional platform for each artistic project selected for its programme, in terms of promotion, image and – above all else – marketing. The event is a great opportunity for you to make new contacts who will help you to broadcast, sell and promote your company's performance in Spain and further afield.

This document summarises the resources that companies can use to make the most of this promotional space. We recommend that you read the document carefully and encourage you to use each of the tools that FiraTàrrega makes available to you.

A. PROMOTION AMONG PRODUCERS

Participation in FiraTàrrega involves many promotional opportunities that the artistic companies and performers featuring in the programme can avail of. One of your main objectives of participating in the event should be to initiate contact with as many professionals as possible. For this, you must devise a promotion and sales strategy in advance, and be clear about the results that you wish to achieve from participation. It is crucial to conduct a careful analysis of the marketing and communication strategies that are most suited to your performance at Fira, and to plan the activities that you will carry out during the event.

Before Fira

1. Planning. Define your strategy, what you wish to achieve by participating in Fira, the target markets for your performance, the ways in which you could raise awareness of your product, the budget, etc.
2. Promotional material. We recommend that your edited material is simple, clear and portable, and suggest bringing a good dossier in digital format (such as PDF or issuu) that is translated into the language(s) of each of your target markets. Another good idea is to prepare presentations containing images or extracts of your performance. For the days of the Fira, you should bring physical promotional materials (flyers, postcards, etc.) that you can write comments on and hand out personally to professionals who are interested in your product. We also recommend bringing a laptop or tablet which you can use to present the material, images and videos. If your company has a budget for this event, you might want to consider producing additional promotional materials (t-shirts or gadgets, for example). The more original and representative of the tone of your performance, the better.
3. Segmentation. You must be clear about the type of producer who might be interested in your performance and know how to choose the producers who you wish to talk to. Throughout the summer, Fira provides participating companies with provisional lists¹ of the professionals who have confirmed their attendance to date. The definitive list is published just before the event begins, with this list being updated at the end of Fira with the names of the professionals who confirmed their participation during the event.

¹ FiraTàrrega does not publish lists in open formats (Microsoft Word, Excel, etc.), in strict compliance with data protection legislation and to avoid mass data processing. We recommend that you refrain from this type of behaviour, which could be considered as 'spam', which would be counter-productive for your promotion. Carefully select your recipients and write personalised, well-segmented messages. Ref. Organic Law 3/2018, of 5 December, on personal data protection and the guarantee of digital rights.

If your show is scheduled to be performed in a paid entrance area, a few days before the start of the event you will also receive a list of the organisations that have requested advance tickets to view your performance, as we will explain in more detail later.

4. First contact. As part of your promotion strategy, we recommend contacting professionals who may be interested in producing your performance before Fira begins, sending them any relevant documents and inviting them to come to your show. The Professional Department (pro@firatarrega.com) is on hand to support performing companies, and to offer them advice on how to communicate with the registered professionals.

5. Contact Person. Each company must designate one person to distribution-related tasks. He/she must be the link between the company and producers before, during and after the Fira. This person must be very familiar with the company and the performance, as well as the company's promotional strategy. From July onwards, this person must lead the promotional campaign with the promoters. Once in Tàrrega, he/she must always be easily located to talk to professionals who may be interested in your work. Fluency in Catalan and Spanish is highly recommended, with English or another language that is relevant to your target market also highly valued if promoting internationally. The Fira's "Pro" website application allows registered professionals to access an alphabetical list of artistic companies participating in the official programme, which includes the name and telephone number of the company's contact person during the days of the Fira.

5. Meeting schedule. While the intensity of the event means that many producers won't be able to know their schedule much in advance, we recommend that you try and arrange as many meetings and discussions as possible before the event begins. The professional meeting place *La Llotja* is the perfect space to hold these meetings. If your company has its own booth, make it your meeting point. If not, *La Llotja* has designated meeting spaces.

During Fira

1. Accreditation and documentation. On arrival in Tàrrega, performers listed in the programme should go directly to the Company Reception Office. Here, you will receive accreditation and logistical information about your stay.

2. Presence at La Llotja. Whether you have a stand or not, you should know that La Llotja is a place for meeting other professionals. Having a presence here could be highly beneficial to your company. In *La Llotja* you will find:

- Stands of producers, institutions, companies and other organisations.
- Presentation area
- Meeting spaces
- Professionals' Reception Office
- The Press Department
- Information stand and box-office for professionals
- Cafeteria

3. Presence at the Club Pro. Another good meeting point is the *Club Pro*: a space exclusively set aside for companies, producers, invitees and accredited members of the press, where you can share a drink, have dinner and even dance together. This space allows you to interact with professionals in an informal and relaxed manner.

After the Fira

1. Follow-up. The third phase of the process consists of following-up on the contacts made and decisions taken during Fira. This phase is every bit as important as the previous ones, and we recommend doing so in the 20 days after the end of the event. You should contact each professional that you spoke to during Fira and gauge their real interest in your performance.

2. Results. Please bear in mind that the results of participating in a market such as this are not immediate. Some results may become evident during the event itself. Others may become clear in the short or medium-term. Other results, meanwhile, may bear fruit 2 years down the line. It is crucial for you follow up with contacts made during the event, because this often yields positive results. After Fira has concluded, the Professional Department can still be contacted at pro@firatarrega.com.

B. PRESS AND SOCIAL MEDIA PROMOTION

B1. PRESS

1. FiraTàrrega Press Department. The FiraTàrrega Press Department (premsa@firatarrega.com) works to guarantee maximum exposure of all scheduled performances. With this in mind, we recommend the active collaboration of each performing company with the department, providing all textual or graphical information required by the established deadlines.

2. Company promotional material. Once you have created promotional material for your performance, please send it to the Press Department in digital format. If you have good digital photographs, please make sure they are high-contrast and have optimal resolution (minimum 300 pixels per inch, and 18 x 15 cm for horizontal images). Please make sure to also send promotional videos, trailers or clips of your shows in mp4, mov or other suitable formats. If the files are very large, we encourage you to send a download link (such as WeTransfer). Often, it is easier to publish a report if it is accompanied with attractive graphic material. When naming the photo or video files, please be sure to refer to the name of the company, performance and the copyright pertaining to the author of the images (e.g.: Company_Performance_©AuthorName.jpg).

3. Individual strategy. Fira cannot guarantee that the press will publish information (graphical and/or textual) about all companies involved in the event. As such, each company should integrate their presence at FiraTàrrega into their overall promotional and communication strategy for the performance – particularly if it's an opening performance. It may, therefore, be a good idea to invite strategically-selected journalists to attend your performance during Fira.

4. Working in advance. You should contact the press in advance to inform them of your participation in FiraTàrrega, to try to get them to refer to your performance or participation in the event in an article, press release or interview over the summer months. You can send potentially useful information to journalists and critics, so be sure to have the relevant photos, videos, dossiers, etc. ready. Our Press Department is available to help coordinate efforts.

5. Local press. You should also consider the weight of local press. Regional daily newspapers and local radio stations are highly receptive to all the news provided by FiraTàrrega and may be able to give you a good write up. Reports in Lleida-based press may help to generate audience expectation and to sell tickets to the event, as a significant proportion of the audience herald from this region.

B2. SOCIAL MEDIA

1. Official FiraTàrrega platforms. FiraTàrrega has many followers on its various official social media platforms. After releasing the programme in June, we will also share the artistic content due to be exhibited at the event on our Facebook, Twitter and Instagram accounts, mentioning the social media profiles of the relevant companies. If you have an active social media presence, you can reach a much wider audience by mentioning our profiles (@firatarrega) and by using the #FiraTàrrega, #FiraTàrregaPro and #FiraTàrrega2019 hashtags.

2. Company platforms. Don't underestimate the huge power of social media in raising awareness about your project (among the general public and professionals) – especially if you use these platforms in a responsible and non-invasive way. If you don't have a profile yet, create one on the social media platform(s) that you deem most suitable for your project and target audience. If you work with highly visual performances, be sure to consider Instagram, YouTube, Vimeo and even Pinterest. Follow artistic projects like your own, festivals that you consider interesting, institutions and organisations from your field and other relevant profiles. Support other companies and share their content, even if they operate in your own market space. Be generous and interact with everyone. Make the most of all opportunities – even those which seem irrelevant at first – to explain what you do in a pleasant and enjoyable way. Interact with your followers, and always respond to their questions.

Before Fira

1. Connect and communicate. Connect your social media platforms with those of Fira and raise awareness of your company's presence at FiraTàrrega by using the general and professional hashtags.

2. Create expectation. Share images depicting the production process or final rehearsals of your performance. Share material that will grab the attention of your followers. For example, a countdown of the number of days until the first performance. Be sure to always tag the official profiles of Fira.

During Fira

1. Record the experience. Be sure to record the first performance in Fira and share mini-videos depicting the parts of your show which best capture your artistic

proposal, with your audience and potential producers in mind. We recommend including the audience's reaction or first-hand experience of the show. Remember that many attendees make a last-minute impulse decision when choosing the performance to attend.

After Fira

1. Say thanks. Thank the public and the producers for attending the performance. Tell a funny anecdote, if you have one.
2. Fair play. Be sure to mention interesting proposals presented by other companies or talk about shared professional experiences that you have experienced at FiraTàrrega.
3. Continuity. Use any unedited material from Fira to continue sharing different aspects of your artistic proposal. If applicable, announce tours or performances that are due to take place in Tàrrega. Share your upcoming performances, considering the audience and any professionals who might be interested in your proposal who you weren't able to talk to in Tàrrega.

C. OFFICIAL PROMOTION SERVICES

1. FiraTàrrega's promotion services. Fira's Communication Department is responsible for editing the official programme, dossiers, press releases and the content of the official website (www.firatarrega.com)
2. Pieces about the performances. The texts describing the performances that are used in any of the official promotion services are drafted by the Communication Department, based on informative dossiers provided by the companies. These adhere to a strategic criterion and are written in a standard style. Before publishing texts about your company, we will send them to you for your approval.

D. HOW ARE THE FIRATÀRREGA PAID TICKETS DISTRIBUTED?

1. Available capacity. The number of FiraTàrrega paid tickets are initially distributed in the following manner:

1.1 Company tickets. Out of all the paid tickets, a first block goes to the company (the quantity of which depends on the capacity and any contractual stipulations). With these tickets, companies can invite producers and journalists who have not requested tickets beforehand, or parties to whom Fira is unable to provide passes (own sponsors, colleagues, etc.).

1.2 Professional tickets. Of the remaining tickets, 50% goes to covering the requirements of the registered professionals (producers, press, institutions) that are requested via the Professional Tickets Form, or to promotional activities aimed at the general public (through the press, spectator associations, social media giveaways, sponsors and patrons, etc.).

1.3 General sale tickets. The remaining 50% is sold to the general public. When the demand from spectators exceeds this initial estimate, any unclaimed professional tickets are sold on a staggered basis.

2. Registered professionals. Registered professional organisations have access to a limited number of tickets, calculated on a one-ticket-per-entity basis. The application window opens in the last week of July and closes 4 days prior to the first day of Fira. All registered entities will receive an email containing information and various reminders. Fira asks for registered entities to apply for their tickets in advance.

3. Limited professional tickets. The number of professional tickets is limited. To the extent possible, professionals registered in time must be guaranteed access to the scheduled paid performances. The Professional Department employs a staff member who works exclusively to ensure that professionals have access to the performances that they wish to see.

4. Distribution of company tickets. When there are no more professional tickets for a given performance, the Professional Department will give the name and contact details of the person responsible for ticket distribution of said company. Producers may, therefore, contact the company to request for tickets for your show. You are entitled to assign your tickets to the professionals who you feel are most relevant for your particular project.

5. List of promoters who have requested a ticket. During the week of Fira, you will receive a list of the professional organisations who have requested a ticket for your performance. This list does not specify which performance they wish to attend, as this function is not supported by our system. But the most important thing is to know which organisations harbour an interest in your artistic proposal.

6. Free seats. FiraTàrrega has established that any seat remaining unoccupied at the beginning of a performance can be occupied by registered professionals who do not have tickets, ensuring that all seats are filled and that producers have the opportunity to see as many shows as possible. The company has the right to decide which professionals can sit in these seats. We recommend you to summon the producers at the venue, informing them that they will only be able to enter if seats are available. If this is the case, just before doors are closed, the space manager will allow the producers on your waiting list to occupy the available seats until capacity is full. Remember to place someone in charge of ticket distribution at the door of the performance space before each performance, so that these tickets can be efficiently distributed and to collaborate with the organisation. Here, good producer selection and treatment can be very profitable. Please bear in mind that the word of the space manager is final in these operations.

E. FIRATÀRREGA MARKET RESEARCH AND RESULTS EVALUATION

1. Contracting surveys. Every year, FiraTàrrega conducts market research (via an external consultancy) to establish the level of business following company and professional activity during the event. This information helps us to evaluate the real impact of the business-level of Fira and helps us to change or validate our organisation strategies. It also provides highly valuable information which allows us to influence the policies of relevant institutions in the industry.

2. Up-to-three-year follow-up. Given that the results of participating in FiraTàrrega may become clear at different times, Fira will perform a follow-up of the immediate impact (the same year) and the short-term impact (up to two years after this) of participating in the event.

3. Collaboration of the company. It is crucial for the companies that participated in FiraTàrrega to collaborate in this evaluation and follow-up process, completing the surveys that we send as part of our consultation process. FiraTàrrega promises to maintain the confidentiality of the information provided. Any information provided will be processed generically and anonymously, with current data protection legislation being adhered to.

4. Publication. FiraTàrrega will publish the results of the recruitment survey within an executive summary document, always in general terms and never on an individual case basis. In this document, a special focus will be placed on the market research and industrial relevance of the information.

F. FIRATÀRREGA SERVICES THAT YOU SHOULD KNOW ABOUT

1. Company Reception Office. A reference point in the city for companies arriving to Tàrrega. Here, we will give you the accreditations and all the information you need for your stay at FiraTàrrega. The Company Reception Office is located on Carrer de Guissona s/n, Ràdio Tàrrega Building.

2. La Llotja. The epicentre of professional activity at FiraTàrrega. This is the professional presentation and stand area, where you will find the main professional services (Professionals' Reception Office, Press Department, information stand and box-office for professionals). You will find it in the Fair Pavilion on Carrer de La Plana, s/n. Opening hours: Thursday to Sunday, from 10.00am to 7.00pm.

3. Auditori Pro and Jardí Pro. Spaces for debates, professional conferences and open-air meetings. Located just in front of *La Llotja*, on Carrer de La Granja, s/n.

4. Club Pro. Informal meeting space, with a bar, for registered professionals and performers. Located in the Plaça de les Nacions. Opening hours: Thursday from 11.30pm; Friday to Sunday from 8.00pm.

5. Press Department. Reference and information space for accredited journalists. It also comprises a Press Room with computers and Wi-Fi. The Press Department can be found inside *La Llotja*.

6. Audience information and general box-office. General information and ticket sale service. Located in the Plaça de les Nacions.

7. FiraTàrrega main office. Closed during the days of Fira. Located at Plaça de St. Antoni, 1.

Full map of services and performance spaces

<https://www.firatarrega.cat/fira/info-practica/#espais>

G. LA FIRA CONTACT PERSONS

Executive Director: Lau Delgado Vilanova - direccio@firatarrega.com

Artistic Director: Anna Giribet Argilès - art@firatarrega.com

Artistic Department: Maria Capell Pera - cies@firatarrega.com

Professional Department: Mike Ribalta - pro@firatarrega.com

Press Department: premsa@firatarrega.com

Communication Department: Eduard Ribera - comunicacio@firatarrega.com

Administration & accountancy: Cristina Pons - admin@firatarrega.com

We hope that this document has given you a better understanding of the promotional tools and opportunities associated with participation at Fira. However, feel free to apply your own criteria while respecting the organisational mechanics of the event, and be sure to contact us if you have any doubts. Our aim is to ensure that your participation in the Fira is as comfortable and productive as possible. We wish you every success.

Thank you very much for your collaboration.