

# Public Relations / Marketing Report

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March 2020

## Americans For The Arts Boot Camp

I will be attending a training session on March 30<sup>th</sup> and 31<sup>st</sup>, jointly being sponsored by the Americans For the Arts Foundation, the National Arts Marketing Project and the Pennsylvania Council on The Arts.

The session is entitled “*Arts Marketing and Audience Engagement in the 21st Century: Building the Capacity of Pennsylvania’s Cultural Sector*”. The course is specifically targeted to Arts and Culture organizations in Pennsylvania, and is designed to help improve marketing techniques for promotional purposes and provide tips for audience engagement. The training will take place at the Ware Center in Lancaster.

## 2020-21 Season Planning

Preliminary activities for planning our 2020-21 Season are already in process. A meeting will be scheduled within the next few weeks to finalize the performance calendar. Concert brochures must be finalized by the end of April to ensure they are available for distribution at our May performances and summer events.

*Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson*