



SYMPOSIUM 2013: Unveiling the Mystery

Ways to get the community involved.

- Keep talking to existing groups to keep them involved / give them something to do.
- Link specific tasks to specific local groups.
- Broadcast locally.
- Use local, national press / radio.
- Publicity wagon.
- Present to local community - talk / presentations.
- Ensure process is ongoing - not just once every four years.
- Posters. Exhibitions. Write a song / design a poster.
- Specific events, publicised well in advance.
- Involve Youth Theatre.
- Offer training / giving a new experience / approach Lincoln College, University, schools.
- Different groups involved on different nights - increases audience numbers.
- City Council - Neighbourhood Management.
- Build up a directory of local community groups (especially drama groups).
- Keep everyone posted / updates / email / twitter / blogs etc.
- Be clear about what you want to achieve.
- Clear vision - make things sociable, fun, meeting together.
- Newsletter.
- Regular events.
- Workshops - vocal, drama, sewing, costume making, music, technical.
- No experience is necessary.



SYMPOSIUM 2013: Unveiling the Mystery

How to attract a younger community

- Engage with youth where they are.
- Educational information pack.
- Take Mystery Plays (especially Miracle and Mystery) into schools.
- Create a youth role within the Mystery Play team - internship / placement / work experience etc.
- Invite younger people to events.
- Get into schools and clubs.
- Talk their language.
- Use methods they relate to.
- Use social media.
- Flash mob - schools to rehearse a play / piece then bring together to a special event.
- Use Miracle and Mystery to promote the full cycle.
- Consider the modern rewritten Mystery Plays that young people may relate to - ask younger people to try to do this for individual plays.
- Consider having a Youth Representative on the Board - useful on C.V.
- Arts Award.
- Holiday courses with performance at end of course.
- Make Mystery Plays a part of the Sunday School curriculum - education pack.
- Stress that there are other, behind the scenes, roles.
- Involve University / College groups.
- Consider gap year projects - rewriting, performing, research.



SYMPOSIUM 2013: Unveiling the Mystery

How to attract funding and ensure a successful funding bid.

- Demonstrate community involvement.
- Approach City Council.
- Looking useful.
- Know who to ask; what you are asking for; be clear.
- Get local groups such as the W.I. involved.
- Successful bids may include 'help in kind', not always financial help.
- ? Masons, local supermarkets, businesses.
- Publicise ourselves by performing around the city.
- Arts Council funding.
- Explore the idea that the City Council has a person who deals with funding bids who can help us.
- Develop a good, clear and secure business plan.
- Exploit current concerns - social tourism, diversity (local Polish community, for example).
- Work out the answer to the question 'Why should we support you?'
- Ensure that you approach people who may be able to help.
- Build relationships first - letters, phone calls, emails, blogs, going to events, be creative - know how to phrase bids.
- Have one person (at least) who knows how to make bids.
- Where is the money in Lincolnshire? Lottery, Heritage, Education, Arts Funding?
- Masonic Lodge support - a clear link to the Plays.
- Street events to raise awareness.



SYMPOSIUM 2013: Unveiling the Mystery

Marketing to raise local and national awareness.

- Create a clear and concise marketing plan that covers the four year cycles.
- Keep website regularly updated with lots of information about the next production(s) - link to other Mystery Plays - this is now a national event!
- Get a good article in local and national press.
- Develop a group of patrons - the great and good - people who are influential, who will allow their names to be used.
- Use social networking.
- Use local radio. T.V. (Look North), press.
- Use church networks - poster campaigns - P.R. leaflets - Lincolnshire Heritage forum - Rotary Clubs - Lions etc. - W.I. (a year in advance) - Chamber of Commerce - tourism sub-groups - The Tablet - church flyers.
- Make effective use of patrons.
- Choose suitably experienced people to oversee the publicity and marketing - social networking - must be accessible to all - local radio - Siren FM / community / hospital radio
- Poster competitions - make links with other local community groups.
- Build up a database of email addresses or use other organisations to piggy-back to reach a wider audience.
- Think about where to place promotional materials.
- Lincolnite online newspaper.
- City Councillors with interest in social media.