

Cross- arts Collaboration - Case Studies from the Promoting Societies' Development Project

Music stretches across a multitude of mediums. Developing collaborative events can be fruitful in providing an increased database and new audience potential.

Such collaborations may also lead to innovative ideas on presenting events. The combined experience of promoters of different art-forms will inevitably lead to the sharing of ideas and cementing of best practice

Barnes Music Society

Members of Barnes Music Society indicated a desire for a stronger visual presence within the local community to combat a perceived decline in membership. The Society met with a local film society, *Filmclub Barnes and Mortlake*, and agreed to promote a joint event. It was hoped that their combined databases would produce a sustainable event and potentially develop a crossover membership.

Local resident, TV and Film composer Jim Parker was approached to present an evening discussing his work with visual examples. This was followed by a performance by thereminist Celia Sheen, exploring Jim Parker's theremin compositions and other repertoire. The societies ventured into new avenues for marketing the event, given the niche of the composition and performance mediums (TV, composition and theremin). The following

marketing initiatives took place:

- Article written for Making Music London committee newsletter, London Harmony
- Local Authority web listings
- Outlets approached for free advertising:
 - Online community Radio stations
 - Free newspaper listings
 - Online Theremin interest-groups
 - London Universities' music departments.

Both societies documented their planning and set up a joint planning team. This proved highly effective:

- 20% of the audience were current members, and 32% were first-time attendees
- The event sold out 2 weeks in advance
- An excellent relationship was formed between the two Societies
- Barnes Music Society was introduced to a new and more diverse audience.