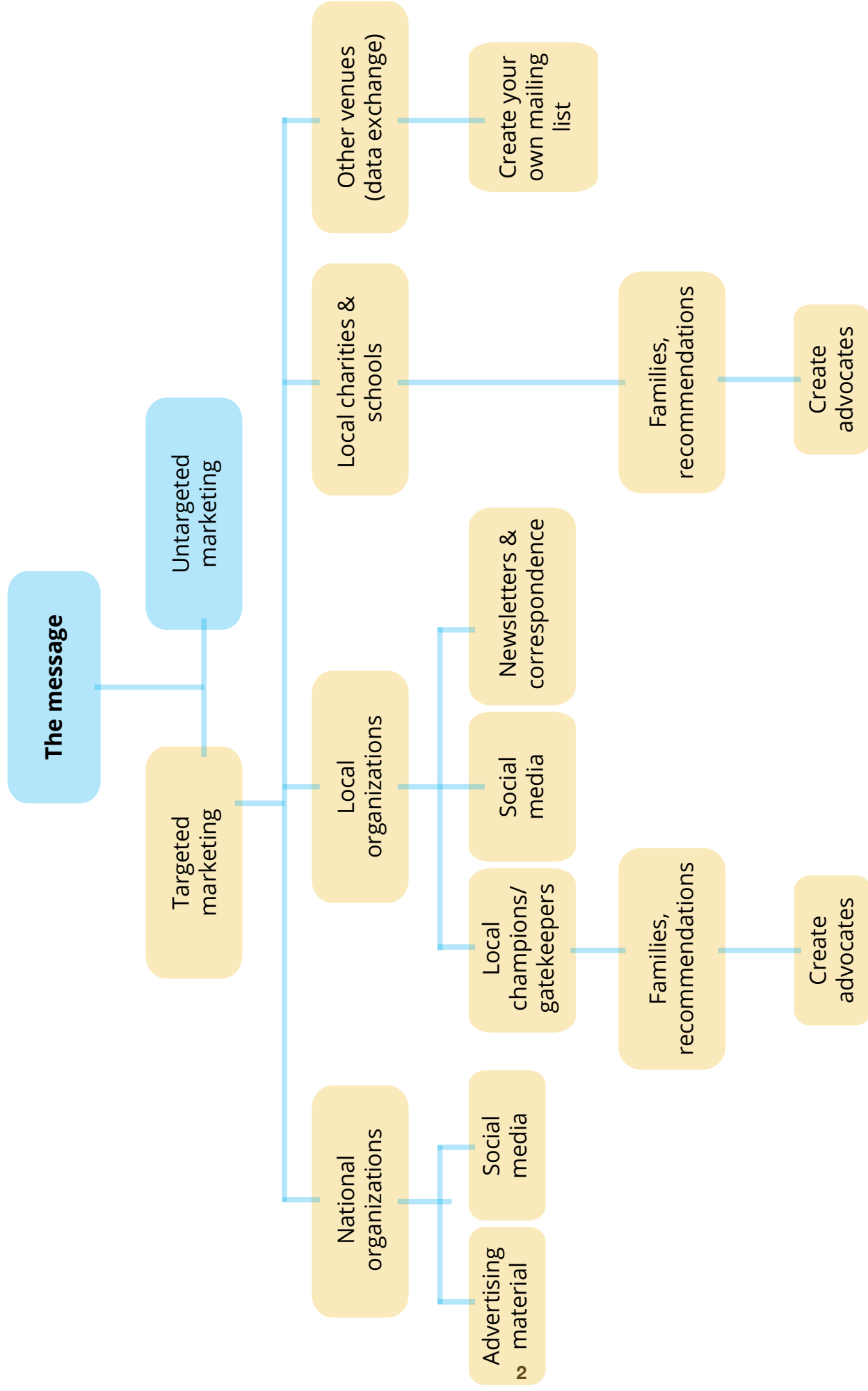

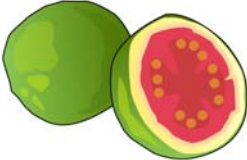





**Getting the Word Out:
Marketing and Audience Development**





Pics for PECS™ Version 13
Sample Pictures

<p>hotel</p> 	<p>give</p> 	<p>kiddie pool</p> 	<p>DVR</p> 
<p>guava fruit</p> 	<p>shave</p> 	<p>feed pet</p> 	<p>skateboarding</p> 
<p>hand sanitizer</p> 	<p>face painting</p> 	<p>cake mix</p> 	<p>hike</p> 
<p>ferret</p> 	<p>soccer</p> 	<p>planets</p> 	<p>pierogi</p> 
<p>tablet</p> 	<p>latte</p> 	<p>tattoo</p> 	<p>fair</p> 





in partnership with

BORN TO BE

The Deutsche Bank youth engagement programme

YOUR INVITATION TO OUR FREE RELAXED PERFORMANCE OF

OTHELLO

SATURDAY 7 MARCH, 2.00PM

AT SHAKESPEARE'S GLOBE

Globe Education's acclaimed Playing Shakespeare with Deutsche Bank productions are created especially for young people. The relaxed performance of Othello will be a thrilling 100-minute full-scale performance of Shakespeare's play in Shakespeare's playhouse. With complex characters and engaging themes, this is a show that is certain to inspire debate on the journey home and leave children and adults alike buzzing with the thrill of live theatre.

The relaxed performance is intended specifically to be sensitive to and accepting of audience members who may benefit from a more relaxed environment.

This production of Othello is supported by Deutsche Bank as part of Born To Be, its youth engagement programme which is committed to helping young people reach their potential.

Tickets are free, however places are limited. Email access@shakespearesglobe.com for ticket allocations and further details, and quote 'Relaxed Performance' in the subject title.

'My son who has learning difficulties went with his brother and both really enjoyed it and had a wonderful time. We didn't realise Shakespeare could be such fun.'

SHAKESPEARESGLLOBE.COM/PLAYING-SHAKESPEARE

This invitation was shared by London's Shakespeare Globe Theatre to invite audiences to attend a Relaxed Performance of Othello

Copy:

Globe Education's acclaimed Playing Shakespeare with Deutsche Bank productions are crucial especially for young people. The relaxed performance of Othello will be a startling 100-minute full-scale performance of Shakespeare's play in Shakespeare's playhouse. With complex characters and engaging themes, this is a show that is certain to inspire debate on the journey home and leave children and adults alike buzzing with the thrill of live theatre.

The relaxed performance is intended specifically to be sensitive to and accepting of audience members who may benefit from a more relaxed environment, such as those with autism spectrum conditions, anyone with sensory and communication disorders or learning disabled people.

The production of Othello is support by Deutsche Bank as part as Born to Be, its youth engagement programme which is committed to helping young people reach their potential.





Tickets are free, however places are limited. Email access@shakespearesglobe.com for ticket allocations and further details, and quote 'Relaxed Performance' in the subject title

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





Have you ever seen a play of any kind, at any theatre before?

☐ Yes ☒ No

Have you ever seen any of these types of performances?
Please tick next to all the types you have seen.

<input type="checkbox"/>  A Shakespeare play	<input type="checkbox"/>  An amateur theatre production
<input type="checkbox"/>  An RSC production	<input type="checkbox"/>  A Musical

Thinking about the A Midsummer Night's Dream play you have just seen, please can you rate the following aspects of the play on the scale below.

 The play overall					
 The view of the stage from your seat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 How easy was it to hear from your seat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 The welcome and helpfulness of the staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you enjoy about the play? 😊

.....

.....

.....

.....

What didn't you enjoy about the play? 😞

.....

.....

.....



Did you find the person who was using sign on stage useful?

☐ Yes, I used the sign to help me understand the play

☐ I didn't find it helpful or unhelpful

☐ No, I didn't watch the sign as I didn't understand



Are you? ☐ I am Male



☐ I am Female



How old are you?

Please tell us how we could improve our relaxed performances for you in the future? Please include any additional needs or access requirements.

.....

.....

.....

.....

Accessible marketing: Checklist

Language

It is our job to deliver the most important information clearly, not to place the onus on the audience to decipher what is important.

- Plain Language
- Logical organization of information with the reader in mind
- Use “You”
- Active voice
- Short sentences

Text

- Use Sans Serif Fonts
- Avoid italics, serif or ‘handwritten’ fonts, as well as, capital letters for long, continuous text
- Use high contrast between colours and text
- Text should never be placed over an image
- Printed material should always have at least 14 point font (12 point is the absolute minimum)
- Many blind and partially sighted people will require a point size of 18+
- URLs for screen reader compatible e-versions on all materials

Graphics

- Can be used to add visual weight for more important information
- Can be used to divide information into sections
- Should not be used ‘just because’ as that will distract from information

Images

- Key to provide additional information and a sense of what the production/venue is like
- Always have an image description in alt text or near image

Accessible Documents

- Tagged PDFs, screen reader compatible
- You can make documents accessible during design process using programs like InDesign
- Use Acrobat Pro to add image and text tags to existing PDFs
- Once your documents are accessible, make sure they are easy to find:
 - Attach or embed PDF on website
 - Offer a choice of formats, anticipate that your audience will want information in various ways

Sources:

Tangled Art + Disability

Unlimited: <https://weareunlimited.org.uk/top-tips-for-accessible-marketing-2/>

Tips for accessible marketing in the arts

Visual Story

The Visual Story is a guide that helps patrons have an understanding of how to get to your venue. It gives people enough information that they can make informed choices.

PECS

PECS was developed in 1985 as a unique augmentative/alternative communication intervention package for individuals with autism spectrum disorder and related developmental disabilities. First used at the Delaware Autistic Program, PECS has received worldwide recognition for focusing on the initiation component of communication. PECS does not require complex or expensive materials. It was created with families, educators, and resident care providers in mind, so is readily used in a range of settings.

Source: PECS Canada: <https://www.pecs-canada.com/>

Easy Read

Easy Read is a method of presenting written

English to make it easier to understand for people with learning disabilities.

Typically, Easy Read uses sentences that should be no more than ten to 15 words, and each sentence should have just one idea and one verb. Active sentences are used instead of passive sentences. Easy Read is closely edited, to express ideas in a small number of simple words. Any difficult word or idea is explained in a separate sentence.

Source: Easy Read UK: www.easy-read-online.co.uk/easy-read/easy-read-documents/

Getting the Word Out: Checklist

Make tickets easily available: Use a range of methods - phone, online, in person

Direct Accessible Marketing: Make sure your marketing materials can be read and understood by people with intellectual disabilities and their families, caregivers, and support workers

Increase PR and awareness of Relaxed Performance: Increasing press will help bring Relaxed Performances out of the stigma of a “specialist performance for special people” and into the realm of “this is for everyone”. Conventional audiences can become great advocates - think about the larger circles around us all

Provide choice through programming and partner with others: It is important for us to work together to raise awareness of RP. Relationships between venues offering RP should be fostered to grow the community and provide greater choice. Take a look at the calendar on our website: www.accessactivators.ca/en/performances/

Provide information: Let people know what they are getting into in plain language. Is the production really noisy? Does the lobby get really packed with people before and after the show? Are there any bright lights or sudden movements during or before/after the show? We only really like surprises when they are beneficial to us

Make information about RPs available online in multiple formats that can be received by different people

Partner with others, widen your sphere

Use positive language: highlight what is possible and be clear about your barriers

Getting the Word Out: Workplan

As far in advance as possible:

4 months prior to the show:

2-3 months prior to the show (and on-going):

Getting the Word Out: Workplan continued

1 month prior to the show:

1-2 weeks prior to the show:



Canada Council
for the Arts

Conseil des arts
du Canada



CENTRE NATIONAL DES ARTS
NATIONAL ARTS CENTRE
Le Canada en scène. Canada is our stage.

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Creative
Users
Projects.

LUMINATO