

Deborah Henson-Conant Concert Marketing Plan



We look forward to **Deborah Henson-Conant's** upcoming show with you. We've created this overview to help you successfully market her upcoming appearance.

Marketing Materials On-Line:

For Media, Publicity & Advertising

- Downloadable PR materials at www.HipHarp.com/publicity.html
- High-res photos at www.HipHarp.com/publicity.html
- List of Story Angles for Press at www.HipHarp.com/publicity.html
- Digital marketing materials, including bios, quotes, hi-res photos, one-sheets, interviews, press releases, etc are available at:
 - www.skylineonline.com/dhc.shtm
 - www.hipharp.com/publicity.html

Available on Request:

Collateral, Collaboration and Artist Availability

- Management provides publicity assistance
- Artist available for print/radio advance phoners
- Artist will do television and live radio as schedule permits
- Video B-Roll and CDs available from management
- Available collateral includes Postcards, Posters and other materials
- Posters from agent & management

Selling Points:

Deborah's shows combine music, humor and story in a high-energy performance that's visual, dynamic, intimate and highly entertaining. Because of the strong theatrical element, her shows are appealing to both theatre and music audiences.

Basic Bio

Deborah Henson-Conant is best known for her high-energy performances that blur the line between concert and theatrical event. She's a 2006 Grammy-Nominated recording artist and star of her own Public Television Special, "Invention & Alchemy," with 80-piece orchestra. "Invention & Alchemy" is currently appearing on PBS stations across the country.

Henson-Conant sings and plays her custom-built electric harp, performing with a theatrical narrative of storytelling and humor. **She presents Solo Concerts, One-Woman Shows and Orchestral Pops programs.**

Henson-Conant has toured with the Boston Pops, opened for Ray Charles at Tanglewood, been featured on NBC, CBS, CNN and NPR, played rock clubs in Germany, Celtic Festivals in France and the Fringe Festival in Edinburgh. She's been interviewed by Charlie Rose, Joan Rivers, Billy Taylor, Studs Terkel and Scott Simon.

Her playing ranges from full-out bluesy and jazz to heart-wrenching ballads. This is a feel-good, outside-the-box, bring-the-folks-you-love and celebrate-everything kind of show.

Audience

Target Audience: Deborah Henson-Conant has a wide audience range: adults, adults with children, young adults. Parents often use her shows as the first "evening concert" their children attend. Women of all ages, from young girls to seniors, form a particularly avid and dedicated audience for Deborah.

Press History

In addition to local feature stories, Deborah's been featured on NPR's "Weekend Edition," CBS' "Sunday Morning," NBC's "Today Show," Charlie Rose's "Nightwatch" and most currently appears in her own PBS special "Invention & Alchemy."

Media, Publicity & Advertising

Because Deborah Henson-Conant has such compelling visuals and such a dynamic "story," we're generally successful getting local press for her concerts.

The greatest goal in advertising for a Deborah Henson-Conant show is to let the potential audience know this is not just a harpist or even just a musician. Deborah is a dynamic entertainer who mixes musical storytelling with vibrant performance and a very unusual, custom-built instrument. Her shows include music and humor. They are active and dramatic enough to engage younger audiences, she's "cool" enough to interest young adults, and the content and music of her shows is compelling for adult audiences. Henson-Conant is a strong role model for both women and younger audiences.

Collaborative Press Campaigns

Deborah's management office works with presenters. Usually, we collaborate on a single press campaign. However, if you think your local press may respond more strongly to releases directly from the artist's management, we suggest a "one-two punch" campaign where both the presenter and Deborah's management send out releases to local press.

Grass Roots, Affinity Groups & Outreach

- Outreach to local music schools, women's groups and harp groups
- Volunteers to flyer/poster

There is a growing number of harp players in the US. If you reach them and offer a group discount, they will come and bring their students, friends and families.

Be sure to reach out to local music schools, community concert members, series subscribers, and any nearby harping community. Don't forget to invite home-school organizations for the educational outreach programs, in addition to local and nearby schools. Consider group ticket sales or other incentives, perhaps in exchange for mailing lists. Women's groups such as the Red Hat Society are strong supporters of Deborah's work.

Story Angles

It's extremely easy to generate press for Deborah Henson-Conant. Her visuals are strong and active, her story is compelling and she's a dynamic interview subject. We recommend always including visuals with press releases. A list of story angles is available at www.HipHarp.com/publicity.html

Print & Television

Arts & Entertainment press generally focus on Deborah's re-invention of an ancient instrument, **Lifestyle** and **Women's** press are interested in her as a role-model. **Her Strong, Active Visuals** often lead too.

Radio:

Because of Deborah's broad styles and comfort in live interviews, she appears on **Interview** and **Talk** programs plus **Classical, Folk, Blues, Jazz, Musical Theatre** and **Women's** Programming. Her **radio essays** appear on WGBH Boston's "Morning Stories."

Marketing & Production Contacts:

All requests for bulk promotional material must be made directly to the contact below and not to Skyline Music unless otherwise noted.

DIGITAL MARKETING MATERIALS (including bios, hi-res photos, one sheets, etc):

- www.skylineonline.com/dhc.shtml
- www.hipharp.com/publicity.html

PHYSICAL PROMOTIONAL MATERIAL AND GENERAL ADVANCING:

Michael Belcher - 781.483.3556 - publicity@hipharp.com

PLEASE SEND A PRESS LIST FOR YOUR VENUE OR EVENT TO:

Michael Belcher - 781.483.3556 - publicity@hipharp.com

Informational links:

Official Website: www.HipHarp.com

Elec. Press Kit: tbd