



Restarting the Marketing Machine

A panel discussion with Pacific Northwest music leaders and marketers

Moderator: Duncan Gilman

Agenda

- Class introductions (5 minutes)



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- Panelist introductions (5 minutes)



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- Topic 1: How have you been keeping fans and patrons engaged? (15 minutes, including Q&A)

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- Topic 2: What are your reopening marketing plans? (15 minutes, including Q&A)

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- Topic 2: What are your reopening marketing plans? (15 minutes, including Q&A)
- Topic 3: What lessons will you take with you into the next phase? (15 minutes, including Q&A)

Meet the panel



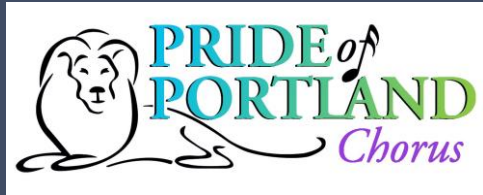
Jean Ashby

Katie Jacob

Sue Middleton

Pat Nickelson

Meet the panel



Jean Ashby

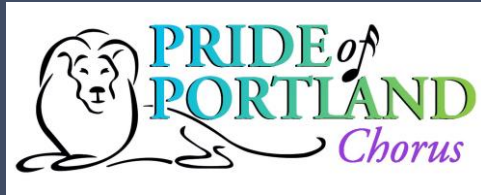
Samantha Berry

Katie Jacob

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Pat Nickelson

Meet the panel



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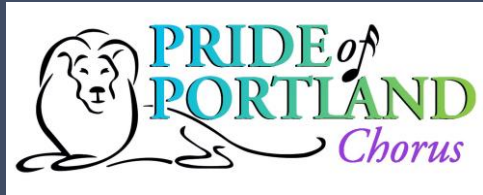
Katie Jacob

Sue Middleton

Pat Nickelson

Samantha Berry Jason Sabino

Meet the panel



Jean Ashby

Katie Jacob

Sue Middleton

Pat Nickelson

Samantha Berry

Jason Sabino

Chris Rimple



Topic 1

How have you been keeping fans
and patrons engaged?

Online performances



Behind the scenes content



Pride of Portland Chorus

June 5 at 3:02 PM · 🌐

Shirley and husband, Lark, have lived in Oregon for 32 years, raising daughters Valerie and Kirsten. She's been a counselor for Catholic Services for 26 years, so retirement on the Oregon Coast is coming into focus! Shirley had always loved her jazz school choirs, so she joined Blue Lake Chorus, singing Baritone. She switched to Lead to sing with Carolyn, Marlys, and Kim in Second Glance Quartet. This led to five Regional Quartet Championships with Final Touch and Fourth Ave... [See More](#)

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Beverly Patterson
Love you Shirley!! I certainly loved singing with you!

Like · Reply · 4d



Kathi Mitts
Love this lady!

Like · Reply · 4d



Brenda Mattson
Have always enjoyed your



Questions and open discussion



Topic 2

What are your “reopening”
marketing plans?

Creative performance opportunities





Questions and open discussion



Topic 3

What lessons will you take with you into the next phase?

Use of technology



Media outreach



Media outreach



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Barbershop Chorus in Plano Brings Back Live Rehearsals, Changes Tune

Chorus gets new mission and new name

By Deborah Ferguson • Published May 19, 2021 • Updated on May 19, 2021 at 7:32 am

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Questions and open discussion