

## MARKETING COORDINATOR ANNUAL REPORT 2021-22



### Harmony Aotearoa 2021

In May we celebrated being able to gather and sing together again in person, when most of our barbershop family around the world were unable to at that time. Our New Zealand convention event **Harmony Aotearoa** had a uniquely New Zealand and SANZ flavour incorporated into our logo development and marketing collateral for ticketing and event promotion. We utilised the Ticketek and Isaac Royal Venue marketing opportunities along with our own social media channels.

### Virtual Convention – Harmony Aotearoa The At Home Edition 2022

Planning and material for our Harmony Aotearoa – The At Home Edition virtual convention event is well underway. We hope members will join us for a fun evening supporting our video competitors and celebrating our regional award winners and membership milestones.

### Event Marketing

Marketing material was prepared for our regional education calendar including the Nailed It Quartet Education with Roxy Quartet, One-Day Workshop Series, Zoom series - Hello Visual Communication and Smart Arranging, and Roxy 1:1 Quartet Coaching. Unfortunately due to covid, a number of these events and others planned were unable to go ahead.

### Publications

A big thank you to our talented **Addaline** design and editing team of **Brianna Perry** and **Sandy Gunn**. They produce our beautiful regional magazine, keeping us connected, informed and entertained through our shared stories and photos. This year they did a fantastic job with some very special editions keeping us connected through the challenging past year.

### Travel in Tune

As part of Sweet Adelines International Travel in Tune series we had the opportunity to showcase our regional with a promotional video. With the help of the fantastic skills of **TeeJay Bannister** and **Hayley Smith** we took a tour through the stunning landscapes, cities and towns of Aotearoa, meeting and learning a little about our choruses and singers along the way.

### Join the Team

We are looking members who are passionate about Sweet Adelines and want to help tell our stories and inspire new members to join our marketing resource team. In particular in the areas of Social Media and Media, but other role suggestions are welcome. Please get in touch if you are interested in these areas or contributing other skills to our Marketing Team. [marketing@sweetadelines.co.nz](mailto:marketing@sweetadelines.co.nz).

**Jo Maxwell**  
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