

Marketing Pack

2017

The
Helix





Here at The Helix we are happy to support you in the marketing of your upcoming event.

The enclosed information should provide you with all the information you need to get started.

If you have any queries relating to the content of this pack please contact our **Marketing Manager - Louise Phelan** who will gladly offer assistance.

Email: louise.phelan@thehelix.dcu.ie | Phone: 01 700 7114

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- The Helix Website
 - Posters, Flyers and other promotional materials
 - The Helix Seasonal Brochure
 - Social Media
 - Email Campaigns
 - Bespoke Marketing Options

The Helix Website | Event Listing Image Guidelines

Events that require a listing on our website should comply with the following guidelines.

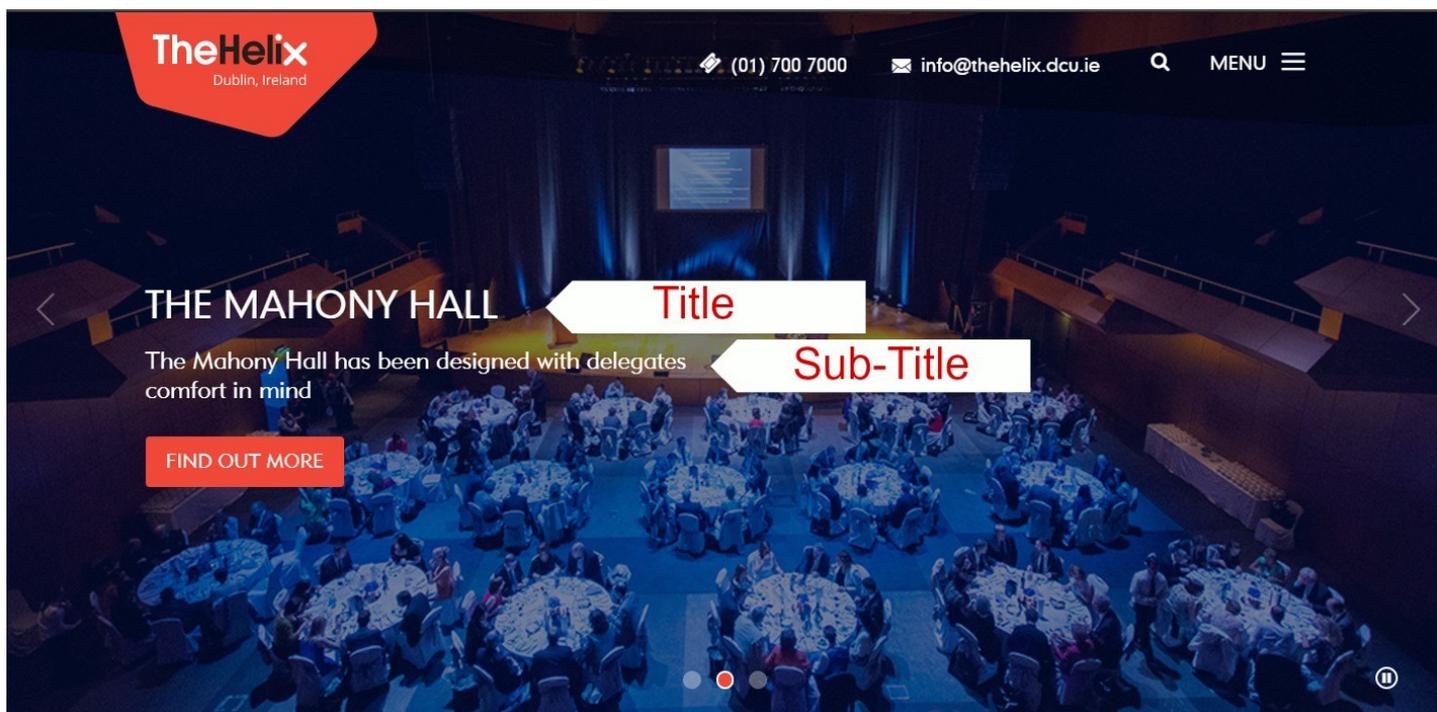
If you have restricted access to images or cannot access resizing facilities we are happy to accept 1 large high quality image that doesn't contain text. Alternatively, see below for further options.

Featured Banner on homepage - Optional/at the discretion of The Helix

If applicable; Please supply a High-Res image file (Jpeg or PNG) where the image **DOES NOT** contain any text.

Width: 1920px

Height: 700px



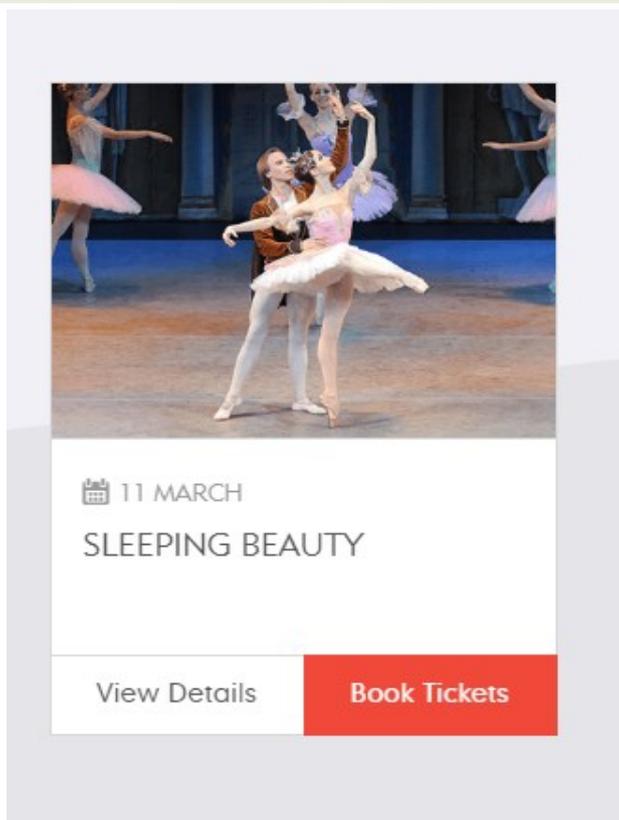
Event Summary Image - Required

This is the small image that will be displayed in your event summary within our upcoming event listings and on The Helix Homepage

Width: 400px

Height: 300px

(or you can supply a larger image that (complies with a 4:3 aspect ratio)



Event Detail - Images & Videos

This is your event page which consists of 2 images

Top Banner (Optional):

Width 1600 px

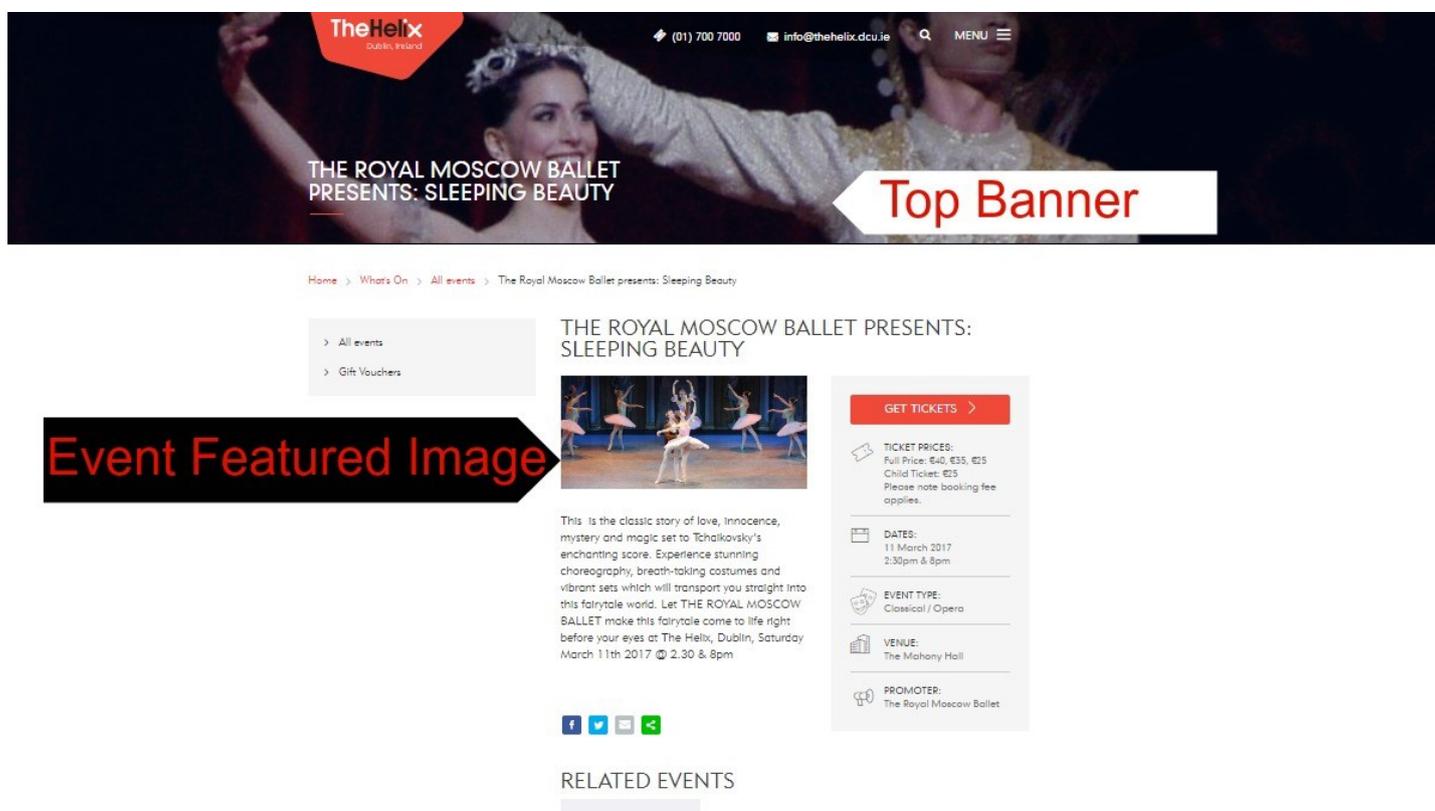
Height 300px

Event Featured Image (Required)

Width: 1920px

Height: 400px

Please note - Your event details will be displayed below your listing on the homepage/what's on page and also in your event detail page, therefore **we request that images provided do not contain any text.**



The screenshot shows a website layout for an event. At the top is a navigation bar with 'The Helix Dublin, Ireland', a phone number '(01) 700 7000', an email 'info@thehelix.dcu.ie', and a 'MENU' button. Below this is a large banner image of a ballerina with the text 'THE ROYAL MOSCOW BALLET PRESENTS: SLEEPING BEAUTY' and a 'Top Banner' label. A breadcrumb trail reads 'Home > What's On > All events > The Royal Moscow Ballet presents: Sleeping Beauty'. On the left, there are links for 'All events' and 'Gift Vouchers'. The main content area features an 'Event Featured Image' of a ballet performance, followed by a description: 'This is the classic story of love, innocence, mystery and magic set to Tchaikovsky's enchanting score. Experience stunning choreography, breath-taking costumes and vibrant sets which will transport you straight into this fairytale world. Let THE ROYAL MOSCOW BALLET make this fairytale come to life right before your eyes at The Helix, Dublin, Saturday March 11th 2017 @ 2.30 & 8pm'. To the right of the description is a 'GET TICKETS' button and a list of details: 'TICKET PRICES: Full Price: €40, €35, €25 Child Tickets: €25 Please note booking fee applies.', 'DATES: 11 March 2017 2.30pm & 8pm', 'EVENT TYPE: Classical / Opera', 'VENUE: The Mahony Hall', and 'PROMOTER: The Royal Moscow Ballet'. At the bottom of the main content area are social media icons and a 'RELATED EVENTS' section.

If you would like to add a collection of additional event images we can add an additional gallery to support your event. Please ensure these images are of good quality and comply with a 4:3 aspect ratio. (Example: Width 400px x Height 300px)

If you require assistance with image sizing we are happy to help you.

Please contact Louise Phelan for more information.

louise.phelan@thehelix.dcu.ie

01 700 7114

Posters, Flyers and other Promotional Materials



Due to The Helix's prominent location within the busy Dublin City University Campus, it enjoys a significant daily footfall from a variety of demographics who not only attend shows but also avail of our Café and seating areas.

To maximise on this we have a vast selection of poster boards around the building promoting all of our upcoming events. Our Box Office displays individual flyers and our seasonal brochure advertising all upcoming events. We also have plasma screens which are used to promote our event calendar.



Print Recommendations

A3 Posters: x 12

A1 Posters: x 10

A0 Posters x 1

Flyers: DL or A5 x 1000 - 2000

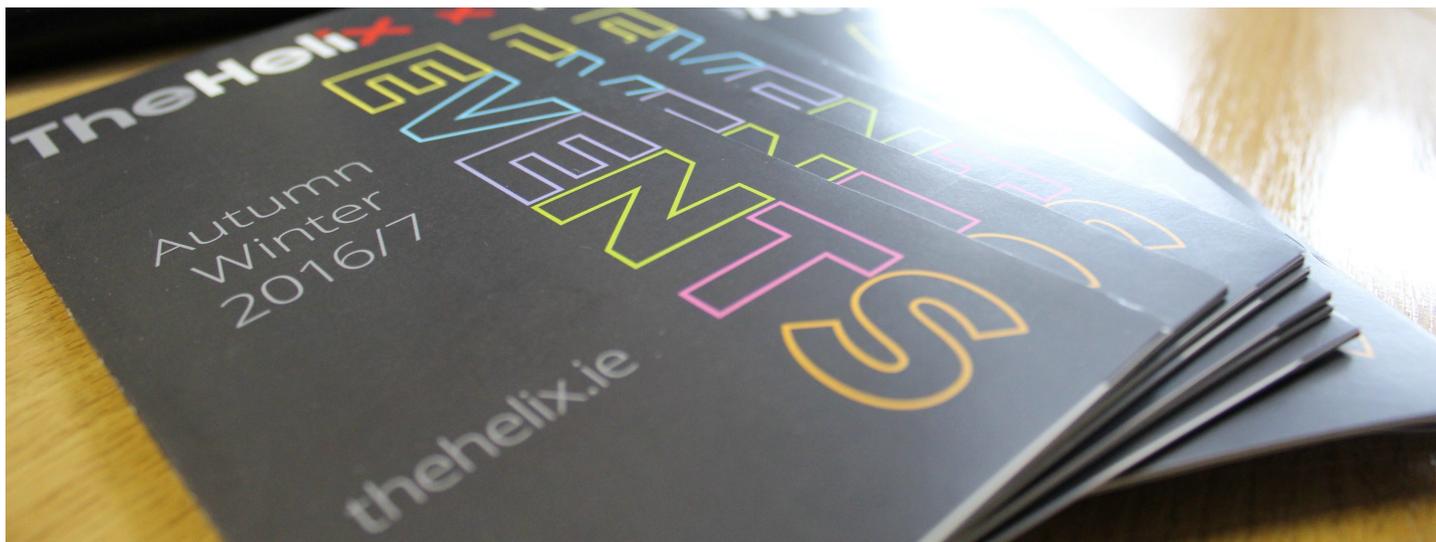
Note: Pull-Up Banners can be facilitated in the ground floor foyer.

Plasma Screen artwork must be supplied as a 4:3 ratio (High Resolution) - email to louise.phelan@thehelix.dcu.ie

Delivery info for Printed Material

FAO Louise Phelan
Marketing Manager
The Helix
DCU Glasnevin Campus
Collins Avenue,
Dublin 9

The Helix Seasonal Brochure



The Helix Season Brochure is issued twice yearly covering the following periods:

October - March

March - October

We feature all events in this brochure unless requested otherwise. If you would like a *featured or additional show information in this brochure this can be arranged at an additional cost as part of our bespoke marketing plans - *limited availability.

Social Media



With over 11,000 Social Media followers across our main platforms we are very happy to share your event details with our followers. We are happy to run competitions on your behalf for tickets or other show related merchandise in the run up to your event.

If you would like to allocate ticket-prizes please let us know in advance so that Box Office can make these arrangements.

Paid social media campaigns are also available as part of our bespoke marketing plans.

Email Campaigns

The Helix has an extensive database covering a wide variety of audience demographics. We can tailor a database to suit your event and dispatch an email to promote your show.

Emails sent to databases of less than 2,000 subscribers are free of charge.

Bespoke Marketing Plans

In addition to the options listed above The Helix are always happy to advise on further promotional opportunity. We have extensive experience in creating and delivering sponsored Social Media Campaigns, arranging external promotional material deliveries or signage, dispatching emails to larger databases and engaging with third party media advertisers (TV/Radio/Print)

To find out more, please contact our Marketing Manager - Louise Phelan

Louise.phelan@thehelix.dcu.ie

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