

University of the Sunshine Coast students help to promote 10 day arts festival



University of the Sunshine Coast students are gaining real world experience by assisting with the promotional and marketing strategy as part of their Public Relations studies for the 10 day Noosa Longweekend Festival to be staged at Noosa and Caloundra from June 18-17, 2010.

Third year university students Elisha Zovic, Jessica Horne and Rachael Collins have concentrated their efforts on promoting the Caloundra component of the festival, namely the Frank Burlinson, Agatha Christie Radio Mysteries, Band of Brothers, Caroline Nin and International Stars of Ballet events to be presented at The Events Centre Caloundra.

The students' have devised marketing tools including a dedicated Facebook page, direct marketing program to schools and aged care facilities and a travelling road show of costumed characters representing different acts in the festival. The troupe of performers recently created a colourful spectacle roving through the busy Bulcock Street Markets whilst handing out festival brochures.

"To work with the festival has been a great learning experience, Rachael Collins said.

"We were given free rein to come up with ideas for the Caloundra promotion and we are seeing a lot of interest from the community as a result of our efforts," Rachael said.

Jessica Horne said that the road show had been particularly effective concept with crowds drawn to the performers "like a magnet" and Elisha Zovic encouraged all residents to get behind the festival and enjoy the events on offer.

"These are international quality acts right on our doorstep," Elisha said.

"To see them at Caloundra is a once in a lifetime opportunity."

USC Dr Amalia Matheson thanked the festival and The Events Centre Caloundra who have provided countless resources for the students as well as mentoring them through.

"I am very proud of my students; they have put a lot of effort behind their strategies and are seeing them come into fruition now."

The student's travelling road show will be back at the Bulcock Markets on June 13.

TICKET SALES AND FESTIVAL PROGRAMS.

- Tickets are on sale NOW. Visit www.noosalongweekend.com for details.
- Tickets for Caloundra events are available at the Events Centre, Caloundra phone (07) 5491 4240 or online www.theeventscentre.com.au
- The full festival program can be viewed on line at www.noosalongweekend.com.

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For information, interviews or images regarding The Noosa Longweekend Festival artists please contact: Trena-Louise Lyons, National Noosa Longweekend Festival Publicist PH: 0423 764 260 or trena@newsroompr.com.au

For information, interviews or interviews with the USC Team, contact Jessica Horne on 0435 751 676 or chilleechick@hotmail.com

