

Queen Bee to Create a Buzz for this Year's Didsbury Arts Festival

Local Marketing Consultants Appointed for Didsbury Arts Festival

Queen Bee PA Ltd, based in West Didsbury, have been appointed as marketing consultants for this year's Didsbury Arts Festival.

Joining the small group of professional local sponsors, Queen Bee have been working closely with Festival Director, Dan Williamson and PR Director, Deborah Grace, to develop a marketing strategy that will be delivered with the help of over 30 local volunteers.

Jane Moore, Co-Director of Queen Bee PA said: "The Didsbury Arts Festival is such an integral part of Didsbury's events calendar, with over 5000 people attending in 2013. As a local business we were keen to get involved and more than happy to lend our marketing expertise to make this year's festival the best yet. With a greater digital presence and a focus on social media and public participation we hope to engage an even wider audience. It's certainly going to be a busy few months in the lead up to June 20th."

Dan Williamson added: "It's an exciting time, with a new theme for 2015, specially commissioned art as well as music, literature and performing arts. Queen Bee has got up to speed fast, bringing a fresh perspective and new ideas to how we promote the festival, working to a very tight budget! I'm confident that their marketing strategy will deliver some great results."

Didsbury Arts Festival will take place between 20-28 June. Highlights of the festival are now available on the DAF website.

www.didsburyartsfestival.co.uk <<http://www.didsburyartsfestival.co.uk>> and you can keep up with the latest news on Twitter, Facebook and Instagram #DAF2015 or by signing up to the e-newsletter on the website.

For further information please contact Helen Burton, Co-Director, Queen Bee PA Ltd.

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