

THE GUIDE

INVOLVE YOUR COMMUNITY IN YOUR SHOW SELECTION

1

Host a vote on **Facebook!** You don't need to offer show titles or artist names, just list the genre options to get a better understanding of what your audience are looking for (e.g comedy/drama, music, dance etc).

2

Host a discussion in the pub where everyone is welcome! Invite your community to share the opinions on what they'd like to see, what artists or shows resonated with them before or ask them if they have any special interests.

3

Post a **notice in the local shop window** giving a number or email address for people to text/email what type of entertainment they'd like to see at your venue. You could even offer a list of options and ask them to rate them from 1 to 5 based on what they're most likely to attend.

4

It's always a good idea to leave a **ideas box** or form **inside the village hall** where people can leave their suggestions and feedback at any time. Some members of your community may feel they can give honest feedback and requests in private.

5

Involve your committee. Ask one person or a small sub-group to put together a short list from the menu that takes into account availability and suitability for your venue. Once you have this, invite the larger group to have their say.

6

Make a social event of choosing your shows – get your committee and volunteers together with nibbles and drinks, get YouTube up on a TV and spend an evening going through the video playlist. This is a great way to make everyone feel involved and they are more likely to sell more tickets if they feel ownership over the choice.

7

Create a simple **one-page survey** and pop it through the letterbox. Include tick-box genres (comedy, theatre, dance, music etc.) and provide a return box at the village shop or hall. Why not include a 'something different' or 'something surprising' option?

8

Speak to your local interest groups. Speak to parents at school, the local knitting group, dance class or garden group at the allotments. If you're trying to reach a new audience, go to them first! Invite them to share their thoughts and encourage them to come along to your events.

9

Host a pop up at other events at your village hall. You have the audience there, so why not invite them to share their thoughts or grab a cuppa for a chat? It's a great opportunity with a captive audience!

10

Remember **make no promises** – as you know, there is no guarantee which of the shows you have requested that you will be offered. Be open and try to select shows that reach a diverse audience rather than offering the same thing multiple times.