

# THE GUIDE

## HOW TO SELECT A SHOW

1

Once a show catches your eye, use **the online menu** to check the **show's available dates** and make sure they fit your **venue diary** (nobody wants an accidental clash with the book club).

2

Check the show works with your available **staging and space**. Theatre and dance productions can sometimes take up a fair bit of space. All this info can be found in the online menu.

3

Share the **show menu** with your committee and further afield. When selecting show alone it can be easy to go with what you personally enjoy but try to **offer a diverse programme** to reach a wide audience. Some Promoters make an evening of it - get out the wine and crisps and gather your committee to make your selections.

4

Check out the **companies/artist website** and **videos**. Don't be afraid to investigate further and look for **reviews** on their performances. **Speak to fellow promoters** who may already have seen/hosted the artist(s) and ask for their feedback.

5

Consider how you will **market** this show to **your audience**. Do you think this will be a popular event in your community? Do you have the interest from certain groups or specific age categories etc?

6

There are a few ways to **create QR codes** and all you need is the **URL link** to your destination. To access this link, simply visit the website on your desktop or smartphone and copy the link starting www. from the search bar.

7

Be sure you know **how long** the show lasts? Does it include an **interval**? Will this length of performance work in your venue and for your audience. For some promoters intervals are a great opportunity to run raffles and make extra money on the bar.

8

Is this show going to be **something you won't forget**? Focus on whether this performance will offer your audience the **experience** you want them to have. If your attendees have a good experience they will return for future shows and help spread the word for you!

9

**Consider something different.** When selecting your shows you have a great opportunity to try something new and **reach different audiences**. Perhaps you're struggling to reach families and could consider a family show? After all you don't have the same dinner each night!

10

**If in doubt... shout.** Our team at **Live & Local** have lots of knowledge on the menu and are more than happy to help. Most importantly, **enjoy the process!** Selecting your shows should be a great opportunity to come together and plan an exciting programme of live events for your community.