

THE GUIDE

BEFORE THE DAY

1

It is vital that the **tickets are easily available to buy**. Make sure your ticket sellers know about the show. Try to sell tickets from the **venue** itself or a local shop and by **phone** and **online**.

2

Keep in touch with us. A member of the Live & Local team will be allocated to your show and they will become your main **point of contact**. Make sure you read emails from your contact and keep them updated on how your sales are going and **ask if you need any support**.

3

Speak to the artists before the show! Pick up the phone and have a chat with the performers in advance. This is a great opportunity to find out more about the show, **timings for the day** and any **additional support** they can offer to help sell tickets including advertising the event to their audiences online.

4

Send a Press Release! Don't pay for advertising in the local press unless you already do this and local people are used to seeing information about your events in this way. A press release will tell thousands of people about your show and all with the click of an email! Find out more, including how to find contacts in the Promoter Handbook.

5

Contact your **local councillors** and invite them along to the show. Even if they are unable to attend, ask if they will **share the event** to their social media followers to help you reach **new audiences**.

6

Use your **social media** platform to **share video and image** content of the artist. As great as flyers and posters are, they can only do so much. Sharing a high quality video of the artist may be all it takes to push some audience members to buying a ticket. Search for the artist on **YouTube** or **reach out directly to the artist!**

7

Utilise your committee and their **connections within the community**. Task each ticket-seller to sell a certain amount of tickets and/or take advantage of **captive audiences** on market days or at other events (with permission). It's important your ticket-sellers know what they're selling so give them as much info as possible.

8

Plan who will be doing what on the day. This makes for a much easier, stress-free event. **Meet with your volunteers beforehand and assign roles** for the day: an individual to meet the artist, someone to greet audience members and take tickets, someone to run the raffle, others to run the bar etc.

9

Make your venue is **accessible** and **welcoming** as possible. This could be as simple as putting out an **A-board** welcoming guests, including **clear directions** on your marketing materials (such as using What3Words) or even visiting some local groups to **personally invite** them along to your event.

10

Team up with other **local businesses** for some **cross-promotion**. We're happy to include additional information on your **posters/flyers** recommending local pubs/restaurants and ask in return for them to help spread the word about your events.