

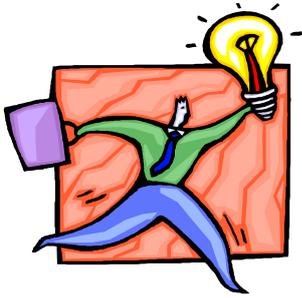
The Village Quire



Tips & Tricks For Promoters

Ideas to help you advertise, market and host your event

Advertising



The power of 3

Remember ... people need to see the advert at least 3 times before they realise something is happening!

- The best and most effective form of advertising is Word of Mouth. You (and your committee) need to be telling all your friends and family about the event. Tell your neighbours and everyone else you can think of! This should begin at least 6 – 8 weeks before your concert date.
- Put posters and flyers up EVERYWHERE you can! Not just in obvious places in the village / town, but on gates leading to footpaths, telegraph poles, your (& the committee's) cars. Put posters up further afield too – on notice boards and in shop windows in neighbouring towns and villages. Don't rely solely on posters and adverts though ... word of mouth is always the most important form of advertising. Posters should go up 4-6 weeks before the event. Any earlier than this and someone is likely to come along and stick their poster over the top of yours! (Nice!)
- Create a buzz! You've booked one of our lovely shows so use positive language when selling the event to the public. Find out exactly what you've booked and it will help you to be enthusiastic when you tell others about it! All the information you need is to be found at www.villagequire.org.uk. You can also listen to the Village Quire by going to '**what we do**' on the website. You can get all your friends and contacts to look at our website too, so that they know what the Quire is like.

- Don't forget your local newspaper. Your press release / advert needs to go into the publication a week or two before the concert. The newspaper is a back-up, last minute reminder that something is happening. Don't rely on the newspaper as guaranteeing you an audience – remember Word of Mouth!
- Local radio is a good way of getting a bit of last minute publicity: a day or two before the concert would be really useful.
- Use other free websites too, such as your own village site, BBC What's On, your local town What's On, etc. Don't forget the local Tourist Info, if you still have one.
- Advertise in free publications such as your own parish / community magazine, and in the magazines of the surrounding villages too. Don't forget that these need to be in the magazine for the month of the event and the month before too!
- Put flyers through people's letter boxes. Have flyers available in local pubs, shops, restaurants, art galleries, museums, local GP, churches and village halls (not only your own): anywhere where people sit, gather, loiter and chat!
- Remember to get details of the people who book and add them to a contacts list. Should you decide to book another Village Quire show in the future you can email them the details in advance.
- If you're running a bar, don't forget to mention that on the advertising! People really are encouraged by a nice glass of wine!

Remember ...

Create a buzz and ...

Word of Mouth is always the most effective way of advertising

Selling Tickets



Wake them up and get them in!

Firstly, work out your overheads:

The cost of the performers, hall hire, refreshments, alcohol licence etc. Work out how much you need to raise in ticket sales to cover these overheads. Once you've sold enough tickets to do this you have covered costs, and every ticket sold over and above this is profit.

Set your ticket prices. Does the ticket price include refreshments or are you going to charge for these separately? Set your ticket prices too cheaply and people will think the event won't be any good, and too expensive will discourage people.

“Oh that sounds interesting ... keep me a couple of tickets back and I'll definitely come along ... and pay you on the night”.

This is definitely NOT the best way to sell tickets!

- The best way to sell tickets is always **IN ADVANCE** of the performance.
- Ask people to pay for their tickets when they book. If necessary, get them to post you a cheque. Even if you post them their tickets back the cost of a stamp is better than them reserving in advance and then not turning up on the night – which loses you much more money. Tickets should only be paid for and collected on the door within the last few

days before your concert, when there is no time left to organise payment in advance.

- If you rely on people reserving and paying on the door, or walk-ins, you run the very high risk of them not turning up. If they've already paid and decide not to come along that is up to them, you have been paid. People will find all sorts of reasons not to come along; X-factor, the dog needs his worming tablet, my elderly mother just might possibly pop round for a chat, etc etc. Get payment in ADVANCE.
- Decide which person's phone number / email address is going to act as a box office. Remember to create the buzz. Whoever is box office should be clear about what the performance is about and sell it in an engaging and friendly way. Remember to leave an answer-machine message if possible, so callers can leave a message.
- Print and number your tickets. Be clear about how many tickets you need to sell to cover your overheads.
- If you can cover your overheads (and more if possible) before the night then anyone who books in the last day or two, or turns up on the night is profit.
- If giving committee members a batch of tickets each to sell, remember to keep a tight rein on how ticket sales are going. Don't give them too many each, unless you know they will be pro-active and / or have a proven track record of selling lots of tickets!
- In addition to your box office, maybe also sell tickets through the local shop, garage, or pub. Give them a couple of comps as a thank-you. Make sure they have posters and flyers too! Don't forget to keep tabs on how tickets sales are going and don't leave your checking until the last week or so!
- DON'T just sell to yourselves (your own committee, church / chapel group and their friends). Actively advertise and sell to the local and wider community. This is a great opportunity to bring money and goodwill INTO your organisation!

On the Night



- Consider selling wine and fruit juice (or include in the ticket price). If your ticket sales are a little down, you can sell wine and juice before, during and after the show to increase your income. Don't forget to sort out an alcohol licence if you aren't already covered.
- Consider doing nibbles or even supper first (or afterwards). The Village Quire has some shows that run for one hour straight through. Some promoters go for a 7.30 pm start with a meal at 8.30 pm.
- If in a hall or a church without fixed pews consider setting out cabaret-style, with little table-cloths, tea-light in jam jars, nibbles on the table and little vases with fresh flowers. This creates a warm atmosphere and makes people feel welcome and having come to something special. Don't forget to get the venue nice and warm in advance too! Sitting feeling cold all evening doesn't create the best atmosphere. If you have a venue without heating, do tell people when they buy their tickets, to bring rugs and cushions (and pop their thermals on). They will thank-you in the long run and won't fidget so much during the evening!
- To generate extra income consider doing a raffle. If you've only just covered your overheads on ticket sales then revenue generated from refreshments and raffle will take you into profit.