

You've Booked The Show, Do These 7 Things Now!

You've made a booking and there is going to be a show. People won't just magically appear. Even sell-out bands like the Rolling Stones get promoted and advertised. These seven things will get you started to sell out success.

1. Print Tickets

Make up tickets and have them available for anyone who wants to buy them (see resources below). Let people get them from you, from your team, from the club or online.

The easier it is to obtain tickets, the more people will buy them so eliminate "friction", make it easy. If you make it hard to buy tickets then people simply won't.

Let them book on the phone, pay by card (see eventfinder below), in person or post them out. Make it easy for your customers.



[Download this.](#)



[Or download this.](#)

Make Your Whole Team Aware of How to Buy Tickets

Make everyone in your team and anyone who might be asked aware of how tickets can be bought. The last thing you need is for someone to approach someone in your team to buy tickets and have that person turned away. [You'd be surprised how often this happens when people are disorganised].

2. Posters & Flyers

Make up posters and flyers (there are images available from gerardv.com) and circulate these in your neighbourhood.

Make sure that it is obvious how to buy tickets if they read the flyer or poster. Tell people how much fun they will have - and that no-one is picked on.

[Download Posters from Here.](#)

3. Social Media

Start a buzz and keep it going.

Post about the show to your Facebook page and club Facebook page. Ask people to re-share your advert. Make sure that people can easily buy tickets.

Keep adding to your social media story every few days so that it stays current. Start a buzz and keep it going.

4. Opinion Leaders and Networkers

Every group, club or organisation has a few people who seem to be the natural leaders - where they go everyone seems more likely to follow. Get them onboard early so that their influence will attract more people. Make sure that as many of them come as can do, and that they tell their friends that they are going to be there (or that they really wish they could).

Social influence can have a huge impact.

5. Local Radio / Papers

Is there a local radio station or “free” paper? Have a chat to them about the event - they will usually promote it for free in their community section. Gerard V can also do phone interviews or visit a studio to help with promotion too.

Consider giving the radio station two free tickets to give to their listeners. It is a cheap price for some free advertising.

6. Local Businesses

Contact local businesses - offer them “a table of 10” or something like that at a good price. It takes a little bit of time to go and visit people, but 10 businesses with 10 tables is 100 people who might not have come otherwise.

Regular Donors

For your regular contributors, consider giving them 2 free tickets as a thank you. It costs you nothing but they may bring friends and if there are raffles and bar purchases it will still add to your event.

7. Talk to People and Collect Their Money

These days it is common for people to voice an intent to come but not follow through on the day. Make sure to strike while the iron is hot and sell them a ticket (and collect the money) then and there, when their intent is the strongest and then be assured they will attend.

If you leave it later, they may change their mind. Don't rely on promises.

Resources

Eventfinder Online

Eventfinder is a free online service in Australia and NZ which is run by government and state agencies to promote the arts.

- ❖ It has an **online ticketing** service which is very easy to use (Gerard V can set it up for you).
- ❖ It allows people to buy tickets by credit card. The fees are reasonable.

Australia: www.eventfinder.com.au
New Zealand: www.eventfinder.co.nz

Downloads

There are on Gerard's website posters, tickets and other resources available for you to use to promote the show.

Have a look here: www.gerardv.com/downloads