



**Passionate about  
making a difference  
in your community?**  
Bring great nights out  
of top quality live  
entertainment to  
your village.

**LIVE  
& LOCAL**

**RURAL &  
COMMUNITY  
TOURING  
NETWORKS**

**Surprising Shows** in Surprising Places

**WELCOME PACK**



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**ARTS COUNCIL  
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*"Everyone should have access to high-quality artistic experiences, regardless of location."*

**Lyn Gardner, The Guardian**



# RURAL & COMMUNITY TOURING NETWORKS:

## PROMOTER WELCOME PACK

This promoter guide outlines the network and your role as a voluntary promoter, all that it entails and some great tips to help you through the process.



"Our hall is busy and used by all sections of the community but these live events are great focal points for our efforts."

**Live & Local Promoter, Feckenham Village Hall, Redditch**

## RURAL & COMMUNITY TOURING NETWORK

## NATIONAL RURAL TOURING FORUM

## OVER 480 PERFORMANCES

## OUR TEAM

## OUR SUPPORT

## WHAT IS LIVE & LOCAL?

Live & Local is a not-for-profit organisation that coordinates the Rural & Community Touring Networks for Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire, Rutland, Warwickshire and Worcestershire.

It is part of the National Rural Touring Forum (NRTF), a national organisation representing over 30 rural touring schemes.

We currently work with 280 local voluntary promoter groups to deliver over 480 professional performances each year (October to May) covering 15% of the UK in 8 counties across the Midlands.

The Warwickshire-based office team and regional fieldworkers offer support and guidance, helping to make the experience as hassle-free as possible.

We are a National Portfolio Organisation of Arts Council England and supported by other public funds from County Councils, District and Borough Councils..



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## WHAT IS THE RURAL & COMMUNITY TOURING NETWORK?

It is a network of local voluntary organisations who choose and promote top class professional shows with the support of a central administrative and marketing team.

The village hall, church and school have traditionally been a focal point for rural life. These buildings are regarded as part of the fabric of village social life they offer a familiar and informal space in which local people can enjoy the arts.

For this we seek out the best professional companies and performers, ensuring that a high-quality programme of shows are on offer to you. All our performers understand and relish the challenges of touring to community venues. The programme features a wide range of art forms including: **dance, storytelling, jazz, folk, blues, world music, drama, comedy-theatre and family shows.**

We then work with voluntary promoters to bring these performances to your local community.



"Live & Local brings high quality performances to our village hall, and by doing so enriches and energises village life."

**Live & Local Promoter, The Verney Institute, Pleasley**



## WHAT DOES LIVE & LOCAL DO?

**Live & Local supports promoters in order to deliver entertaining, affordable, professional live performances within your local communities.**

- Our fieldworkers will take you through the process of becoming a promoter, supporting you through the induction process and throughout your time volunteering with us.
- Our staff and associates attend lots of performances to research and select the very best companies to tour.
- We hand-pick a range of performances, creating an annual menu from which you select the show(s) you would like to host at your venue.
- Every March we organise an annual promoter meeting in each county, inviting all promoters to attend. It is here that we launch the annual menu.
- After you select your shows, we confirm the programme and all other details with you and performers.
- We provide all necessary information for companies and performers to liaise with you.

### DAVID'S HANDY HINTS

"Throughout this guide we've listed some handy tips from David. He is a very experienced promoter who has been with us for many years and often has sell-out shows; he has around four shows per year consisting of a mixture of drama, dance and music. We met with him to find out some of his best promoting tips to share with you."

## WHAT HAPPENS WHEN?

### MARCH

#### SELECTING YOUR SHOWS

The annual menu for promoters is launched on our website in March, describing the shows that are available for promoters to book in advance of the following autumn and spring seasons. This coincides with our annual promoter meetings.

### MAY

#### SUBMITTING A SHOW REQUEST

You and your promoter team select up to six shows and submit an online 'Show Request Form'.

### JULY

#### CONFIRMING YOUR SHOW(S)

We confirm shows and dates by early July. We send you a link to the online 'Publicity Form' which needs to be returned by a deadline. We use this information for our marketing.

## AUTUMN SEASON

OCTOBER – DECEMBER

## SPRING SEASON

JANUARY – MAY

Performances take place from October to December, and from January to May. We produce and distribute printed 'What's On' brochures and also host information about all of the shows on our website.

**This guide works in conjunction with the Live & Local online promoter handbook which you will find in the promoter area of our website. The NRTF also provides online training, information and networking services such as annual conferences and showcases.**

# BEING A PROMOTER

## GO IT ALONE OR AS A TEAM?

Although working alone can be effective allowing you complete control and great flexibility, we recommend you build a team to support each other:

- Teams often grow from hall committees, folk clubs, drama clubs or Women's Institute groups.
- Teams are very social; you can make meetings a social occasion over lunch or coffee and this can enhance community spirit.
- You can share your enthusiasm, knowledge and expertise with and between group members.
- You can split the tasks up so that no one person is overwhelmed doing everything. It's easier for five people to sell ten tickets each than it is for one person to sell 50!

## RECRUITING YOUR TEAM?

The most effective ways of recruiting new people on to your team is by word of mouth, articles in your parish magazine, a feature on the village website or announcements at shows.

When David first started he put an article in the parish magazine and asked people to get in touch if they wanted to help. Eight or nine people responded. Since then he's lost a few, as people move away, as a result he is always very proactive in recruiting for his group. He still puts an advert in the village newsletter asking for people to come forward.

## DAVID'S HANDY HINTS

"David has found that the team has developed into a social group as well, enjoying parties and barbecues when the shows aren't on. David organises an event by way of a thank you to the volunteers and invites the hall caretakers too!"

"Live & Local brought a wide range of people together for an enjoyable evening."

**Seven Ages, The Burton Institute, Winster**





## ORGANISING YOUR TEAM

Once you have your team in place it's a good idea to assign roles. The roles might include;

- Main contact for Live & Local.
- Choosing suitable shows and performance dates.
- Providing a main box office number with an answering machine. This could be a box office dedicated mobile phone.
- Publicising the show.
- Writing and sending press releases.
- Selling tickets.
- Handling finances.
- Licences, health and safety and other regulations.
- Liaising with the performers in the run up to the event, letting them in to the venue and providing hospitality on the night.
- On the day, jobs such as; box office, serving refreshments, selling raffle tickets and setting out chairs.

Once you have identified all the jobs that need to be done you can divide them amongst your team.

## LICENSING AND INSURANCE

For your events you need to ensure that the correct licenses and insurances are in place. It is the promoter's responsibility to ensure that the venue has these for your Live & Local event and this is a requirement within our contract with you.

The requirements vary depending on the venue and the show but could include a Premises Licence or a Temporary Events Notice (TEN), provision of alcohol, Public Liability insurance and Performing Rights (PRS). Check with your venue management as you might find the venue already has all these in place.

General advice on all these aspects can be obtained from the Rural Community Council (or your local equivalent) and information specifically about Premises Licences or TENs from your local District/ Borough Council's Licensing Officer.

## DAVID'S HANDY HINTS

"David advises building your team but have someone in charge. Although it's essential to have a strong team of helpers around you with a common aim of putting on a good show, someone needs to be in control of who's doing what and when. He finds it essential to know what each of his volunteers is prepared to do and what their skills are. He makes sure they know what he needs them to do and when but doesn't like giving people the same job each time just because they are good at it, as they might want to do something different."

## ACCESS

Live & Local welcomes everyone to its events and looks to ensure as good disability access as is possible. When you join you will have been asked to fill in a Venue Access Survey. This enables us to provide information on our website about access to your venue and its facilities for people with disabilities. We know that changes are constantly being made to venues so please inform us if any changes are made to your venue.

Along with good physical access to your venue, the most important thing is to offer a friendly and welcoming place to enjoy the arts.

# MENU & KEY DATES

The annual menu for promoters is launched on our website in March, describing the shows that are available for promoters to book for the following Autumn and Spring seasons. This coincides with our annual promoter meetings.

## ANNUAL MENU

The annual menu can be found on our website in the promoter area under online menu. To make selection easier you can filter the menu by preferred month, art form, technical requirements and audience types. The shows are listed with a short description and image, to see more details about the show simply click on the show title. If you are interested in a show it is really important that you do this to see the show's full details and understand all practical needs of the show.

It is important to check the available show dates and to compare these to your venue's availability considering:

- Show running times.
- Minimum and maximum performance area.
- Get in duration and get out duration.
- If a stage is required.
- Hospitality required.
- Costs.

The get in and out durations are important as it could be a considerable time, sometimes up to four hours. You need to check that this is possible in the venue's booking diary and ensure the space isn't double booked during these times.

## HOSPITALITY

It is a requirement of our agreement with the local promoters that you provide hospitality to the performers, this is generally tea and coffee making facilities and a simple meal. Please contact the performer/s prior to the show to check if they have any allergies or preferences.

## COSTS

Artists' fees cost us between £300 and £1,250 per performance. Shows cost you from £270 including Vat. Fees are set so you can cover your costs and make a small surplus for your funds. To do this you need to sell at least 30-35 tickets at our recommended prices (these change year to year, please check with your Fieldworker for this year's recommendation).

## STANDARD FEE

We do not ask for any money up front.

Our standard fee is a minimum guarantee of £270-£450 plus a percentage of the remainder of the box office receipts (including Vat) after you have achieved the minimum guarantee.

However Live & Local has to recoup far more than the minimum guarantee. All shows are subsidised to some extent from the Arts Council, County Councils, District and Borough Councils.

**Example:** If the fee is £300 + 70% including vat and you have a total ticket yield of £600, you will be charged £510 (£425 + VAT).





## PROMOTER MEETINGS

Promoter meetings celebrate your hard work over the year; it is also a great opportunity to meet other promoters, the Live & Local team, to see the launch of the annual menu.

At the meeting you will be given a summary of the new annual menu. To help you begin to choose we have live performances from companies in the menu, we show two videos and we have short presentations about Live & Local. During the interval you can ask the Live & Local team for any additional information you might need.

For new promoters the promoter meetings are a great opportunity to get a sense of how Live & Local works and the quality of performances you can expect. Most importantly it allows you to meet fellow promoters to get hints and tips about how to be a promoter.

We try and sit you together with your neighbouring promoters. This is to help you to work together, you could discuss joint marketing ideas or even the idea of creating a season in your area. It also allows you to talk about the types of shows you are looking to have and time of year you are looking to have them to avoid any clashes.

## SHOW SELECTION

To help you select shows you will find a video online showcasing some of the performances available and a slideshow with all the shows including a brief description and an image. You will find these in the online menu section of the website.

As we have a large number of promoters, to ensure equality of programming, we ask you to request more than one show for each performance. Please double check that everyone on your committee is happy to have all the shows you've requested. We ask you to give us as many dates as possible for each request and ensure all of these dates are pencilled into your venue's diary.

If you have a neighbouring promoter please discuss with them your show selection to avoid any clashes.

## PRIORITY SHOWS

Some shows are listed as priority shows; these are companies or shows that:

- Were produced in association with our DART (Developing Arts for Rural Touring) scheme, including work that has been created in partnership with promoters and/or their audiences.
- Our current art form and audience priorities such as dance, spoken word or shows for young people.
- Featured at the NRTF New Directions Showcase.
- Have an uncommon, exceptional or surprising content or presentational style.

"On all the shows on the tour, there was a fascinating not-knowing-what-to-expect vibe at first (except a few cases of repeat listeners who had seen us at last years tour venue) which soon developed into huge enthusiasm, underlining the great value of the tour introducing a new art form to ears which could not otherwise get to hear it."

**Heads South in Concert,  
Worcester Arts Workshop**

"Enjoyable, funny, sad, superb, emotional, fabulous, inspiring... Superb affordable evening's entertainment spent with friends and family."

**The Thankful Village,  
Waingroves Community Centre**

# SHOW REQUESTS

You and your promoter team can select up to six shows. You need to submit an online 'Show Request Form' (by mid-May) indicating your selected shows with preferred and possible dates.

The show request form can be found on our website in the promoter area under 'Online Menu'. It is available from when the menu is launched and is an online form.

"We enabled the older generation of our community to enjoy live entertainment at a reasonable price. We usually let one of them help choose which acts to have."

**Heads South in Concert,  
Whitwell Community Centre**

## FILLING IN THE SHOW REQUEST FORM

1. The first section on the show request form is all about you, we need your organisation and contact details. Ensure you use an email address that you check regularly as this is where your confirmation of shows will go.
2. We ask how many performances you would like.
3. We ask how many weeks you would like between performances.
4. If you have any performance preferences please provide this, for example 'I would like a drama in the winter and music in the spring'.
5. The shows are on a drop down list in alphabetical order, simply select show you would like. Sometimes we have performances with similar names, please double check you have selected the correct show.
6. Enter as many dates as you have available, your preferred date and start time (make sure these are pencilled into the venue's diary).
7. Enter important details to the notes box, such as 'our preferred choice' or inform us if you know your neighbouring promoter is selecting the same show.







If you can't complete the form all at once you can save your form part way through. You do this by ticking the box next to 'save my progress and resume later' and adding an email address. A web link to resume the form will be sent to your email address.

When you've completed the form please click 'continue' and this will take you through to the confirmation process. Please read the terms and conditions carefully.

A submitted Show Request Form constitutes an offer from you to Live & Local to host your requested number of performances on one of your given dates and show choices on your Show Request Form.

Before you receive your performance(s) confirmation you have the opportunity to change the dates offered on your show request form. Please call us as soon as possible and we will see if we can change the show date for you. Once you receive confirmation of your performance date(s) we are unable to do this.

You will receive confirmation of the performances you will be having. Dates or shows that have been confirmed in the performance confirmation email which cannot be fulfilled by the Promoter will be treated as cancellations.

"The scheme continues to be a great motivator for our organisation. Our hall is busy and used by all sections of the community but these live events are great focal points for our efforts."

**End to End, Feckenham Village Hall**

# SUMMER

## PUBLICITY FORM

You will have your performance confirmation via email from Live & Local by early July. The email you receive will ask you to fill in a publicity form. The publicity form is an online form and there will be a link to it in the email.

The information you put on the publicity form is the information we use for our marketing. This information will be presented across our website, 'What's On' brochures, social media and any other marketing material we do for you. If you have a show in the autumn season we will need it to be completed the beginning of July. If you have a show in the spring we will need your publicity form by the beginning of September.

Firstly you will be asked for the performance date and show title. If you have followed the link from your email this will automatically be filled in. Then select your venue from the drop down list. If your venue is not on this list or if you wish to use a new venue please let us know as soon as possible.

Please let us know how many tickets you want. Every year we have recommended ticket prices. This is to ensure reasonable consistency of subsidy and prices across the network and also so you can make your guarantee fee and that we have enough money coming back into Live & Local to and continue our work.

Online ticketing is great for those who don't live in your community and for people who are nervous about calling.

Most promoters will have a standard price ticket and one or two concessions. On the form there are set options for concessions. You can have different ticket prices for different groups of people, we would advise not having too many as it can get complicated, here are some examples:

- Under 16s.
- Group tickets.
- Advance tickets – this is great for encouraging early ticket sales.
- Ticket including food.
- We do not necessarily recommend offering an over 60s ticket.

On the form you will need to include the details of where tickets are available:

- You need to include a telephone number that has an answer phone. Some promoting groups have a mobile phone for this. A mobile is great as it can be passed around the committee, so if the delegated box office person is on holiday the phone can still be monitored.
- If you have a shop or post office in your community we recommend asking if the tickets can be sold there. Using a local shop means that people can easily get the tickets without needing to call.
- You could also look at online ticketing, Eventbrite and TicketSource are both easy to use sites.

"Our audience were delighted and people have been posting on social media post event how it was the best performance they have seen in a long time. It is great for us as we are trying to establish ourselves as a centre that programs innovative and excellent work."

**Dracula, Malvern Cube**



If you choose to do online ticketing please provide us with the link to your venue page on your publicity form. If you need advice on how to set up online ticketing please call your Fieldworker or the Live & Local office.

Throughout the form you can provide additional information, for example doors and bar open at 7pm, the car park is at the back at the venue, please bring your own drinks, food/refreshments available before or after the show.



## FUNDRAISING

Live & Local is primarily about access to high quality performing arts in your community, rather than fundraising. However there are some popular ways that promoters raise funds and you can consider planning these over the summer.

Raffles are always very popular at Live & Local events, we'd recommended not having too many prizes as it takes a long time to get through, try a few high quality prizes. If it is a music performance you could ask the band for a CD. If you have a local pub be cheeky and ask for a two for one voucher. If you have any local businesses or shops continue to be cheeky and ask them for a prize or two, they frequently are happy to oblige.

This could also be selling food before, during or after the show. The show should start no later than 8pm and the intervals should be no more than 20 minutes long, so keep it simple! You could try; hot dogs, baked potatoes, fish and chips, buffet, ploughman's plate, cakes or ice creams. You could tie in refreshments with your show and do a themed evening e.g. tapas if you have a Spanish Flamenco show.

Most promoters make the most through a bar, a bit of catering and a raffle.

Not all shows are suitable for food or tables and chairs. Please liaise with the company to check that they feel your catering arrangements are suitable for their show.

Once you have decided you can run the same fundraising ideas at each event. You can include some of the ideas of your publicity form in the additional information boxes, for example 'refreshments available.'

# DAVID'S HANDY TIPS

## PREPARE FOR THE SEASON

During the summer is a great time to really get to know the companies and the shows you are having. David has provided some great tips for this:

### BUILD A RELATIONSHIP WITH THE ARTIST

Get in touch with the artists early on in the process and build a relationship with them. David thinks this is essential and will encourage the artist to help the promoter more and spread the word themselves. If you treat them like valued friends they will respond accordingly! David gets in touch as soon as he finds out that he's got their show by sending them an email saying how pleased he is that they are coming and asking them where he can come and see their current show. He asks them for show photos, clips, reviews and marketing ideas. He sends them directions and photos and plans of the venue layout so they are not taken by surprise when they get to the venue. On the night of the performance he makes sure that one of the team feeds them well, on the assumption that a happy well fed performer will give a better performance! (Particularly if they have had to travel a long way and will go to bed late)

### CHECK THE TECHNICAL DETAILS OF THE SHOW

Checking out the show technical specs is really important even before you've booked the show to see how the show might work in your venue. Will the performers be on the floor? On a stage? Would you need to hire/borrow staging or lighting? Do you need a dance floor space? Could you use tiered seating? David thinks it really important to know your venue and work with the artists to use it to its advantage.

### SEE THE SHOW BEFORE YOUR EVENT

David always tries to see the show at another venue as far in advance as possible as this gives him the chance of selling it better if he can talk and write about what he's seen and heard, and enthuse about what he's enjoyed about it himself. If he can't see a show, then he looks it up on YouTube to see if he can find any clips and Google to find any reviews. He contacts any promoters who have had the show before to find out what went well and what could have been improved. If he can, he'll do this even before he puts in his request form, so he has a good idea of what he's likely to be getting, and how it might work in the space he has. He monitors Facebook and Twitter for comments about the acts.

### GIVE YOURSELF A SALES TARGET

David uses the Live & Local full show cost as his target goal rather than what it costs him with the subsidy, as this is the true cost of the event. He won't relax until he has achieved this target! He has a small core audience who support everything, but likes to attract new people to build the audience for the future. Keeping audiences over time is a challenge. Knowing your audience is key, and David keeps really good records of who's come to what. If people don't book tickets, having been to several previous shows David follows them up to check whether there is anything wrong. You need to be really organised.



Originally, David went through the Live & Local promoter handbook (you can find this on our website) and identified key tasks that needed doing for each show. He then created an excel spreadsheet with a task timeline linked to specific dates. He also originally researched online listings sites, local magazines and newspapers and includes their deadlines and contacts on the timeline. All he now needs to do is change the date of the show in the spreadsheet and the time line changes.

"Show was superb. Beautifully acted, cleverly staged, extremely enjoyable... Excellent company to work with. Very friendly, highly organised, all worked extremely well."

**The Thankful Village,  
Number 8 Arts Centre, Pershore**



"Two under 16's on the front row were totally engaged in the show especially the character changes & slapstick. At the end the performer gave youngsters the loaf baked on stage and the youngsters hugged the actor and pronounced him his hero!"

**The Daily Bread, Bamford Institute**

# MARKETING THE SHOW

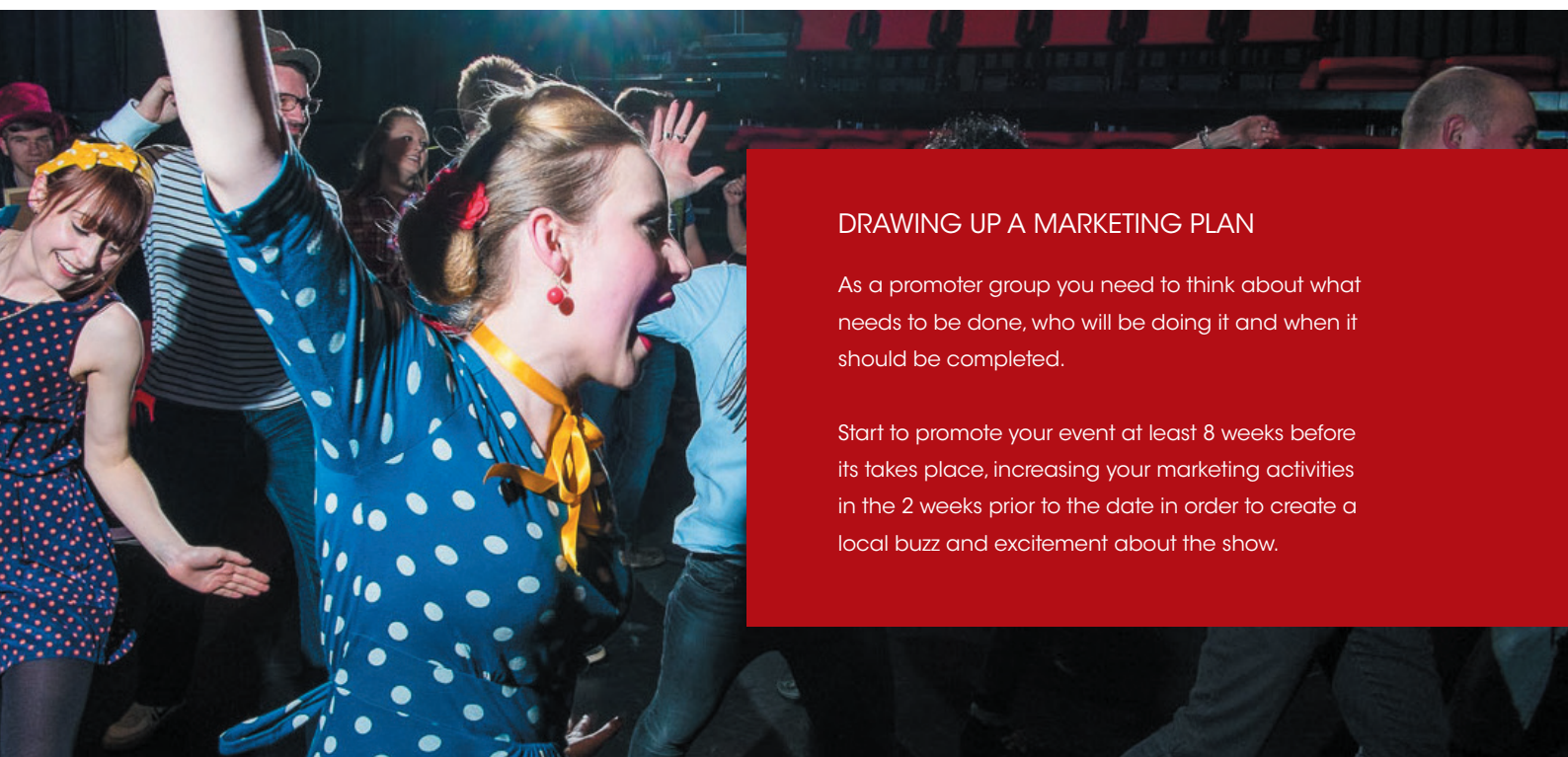
## FOLLOW THE PLAN

We would advise making a marketing plan with your team at the latest ten weeks before the show, beginning the delivery of it eight weeks prior to the performance date.

**For the best results we recommend following the steps in bold. Give it a try - go the extra mile!**

Before creating your plan consider; who is your target audience for each show, where they are and why should they come. For example:

Show Type	Who	Where	Why
<b>Folk</b>	<b>Folk fans, Music fans</b>	<b>Folk clubs, folk nights in pubs, music teachers online folk website</b>	<b>Renowned folk artist, international folk artist, new folk style</b>
<b>WW2 Play</b>	<b>Older audiences, those interested in history</b>	<b>U3A, WI, British Legion supported housing, local interest groups like history society</b>	<b>New insight to the war, reminiscing, social evening</b>



## DRAWING UP A MARKETING PLAN

As a promoter group you need to think about what needs to be done, who will be doing it and when it should be completed.

Start to promote your event at least 8 weeks before it takes place, increasing your marketing activities in the 2 weeks prior to the date in order to create a local buzz and excitement about the show.

Time	Tasks
8-10 weeks	<ul style="list-style-type: none"> <li>• <b>Talk to company get any images, clips or reviews they have.</b></li> <li>• List the event on your own or your village's website.</li> <li>• <b>Set up an event on your Facebook page, invite friends and ask them to share it.</b></li> <li>• <b>Write short publicity copy for listings and websites. Live &amp; Local will send you some copy at least eight week before your event, edit this as required.</b></li> <li>• <b>Put the event on online internet lists nationally, regionally and locally.</b></li> <li>• Check that your posters and flyers are ready.</li> <li>• If you've arranged for the local post office to sell your tickets, deliver the tickets to them. If you're selling them through your committee divide them between the ticket sellers.</li> </ul>
6-8 weeks	<ul style="list-style-type: none"> <li>• <b>Write a press release send it out to monthly newsletters and magazines (inc parish magazines and village newsletters).</b></li> <li>• Distribute your flyers and posters, putting them up around the local community (shop fronts, bus stops, notice boards).</li> <li>• Start selling tickets.</li> </ul>
4-6 weeks	<ul style="list-style-type: none"> <li>• <b>Email the event details to previous attendees.</b></li> <li>• Invite VIPs and local councilors.</li> <li>• <b>Contact local groups, ask if you can visit their meetings to do a presentation and to hand out leaflets whilst you're there. Remember to take some tickets with you!</b></li> <li>• Hand out leaflets at other local events.</li> </ul>
2-4 weeks	<ul style="list-style-type: none"> <li>• <b>Send out the press release to weekly papers and radio stations.</b></li> <li>• <b>Contact your local arts officer and see if they'll help push the event.</b></li> <li>• <b>Send info/leaflets to other local promoters and ask them to do a shout out at their events.</b></li> <li>• Check posters and do another leaflet drop. Why not have a chat with the locals as you do your leaflet drop, to help generate a buzz!</li> <li>• <b>Put up a frame or banner outside village hall.</b></li> <li>• <b>Arrange to visit your local radio station for an interview in the final week.</b></li> </ul>
1-2 weeks	<ul style="list-style-type: none"> <li>• <b>Put reviews, images and clips on Twitter and Facebook.</b></li> <li>• <b>Message relevant groups on Facebook and see if they'll share info.</b></li> <li>• <b>Contact the press to see if they will follow your press release up, and check with them whether they need any more images.</b></li> <li>• <b>Email a reminder to your mailing list.</b></li> </ul>
1 week	<ul style="list-style-type: none"> <li>• Get back to people who expressed interest but haven't booked.</li> <li>• <b>Post final messages on social media.</b></li> <li>• <b>Visit the local radio station for your interview.</b></li> </ul>
On the night	<ul style="list-style-type: none"> <li>• <b>Put signage outside the venue.</b></li> <li>• <b>Decorate the venue</b> and set up chairs and tables.</li> <li>• <b>Collect email addresses for future events.</b></li> <li>• Publicise any forthcoming events.</li> </ul>



# PRESS RELEASES

## WHAT TO DO

Newspapers, magazines and websites will have a free 'What's On' listing section where you can outline the details of your event. Newspapers and radio may share an article about your event if you send them a press release in advance of the show.

Live & Local send press releases out about the whole season of shows, it is up to you to send them out about your individual show. It's a fantastic way to publicise your upcoming event and it is really simple. You'll need to write a press release and send it to preferably a named person at relevant newspapers, magazines and radio stations in good time for their deadlines. It may then be picked up as a news or feature item, particularly if the show is a bit unusual or there's a local angle to it.

Do some research ahead of your event, identify which newspapers magazines or radio stations to target. Find out their deadlines for receiving information i.e. a monthly magazine or newsletter will need you to send information to them at least a month before the issue date, a weekly newspaper generally likes information 2-3 weeks prior to publication. Find out who the key journalists are and send releases to their direct email.

You may wish to make follow up calls on any press releases you send out to check that the journalist has received your email. Do this 2-3 days after sending the release out. Sometimes a busy journalist just needs a quick reminder about your event for them to find a slot for it. They may want more information from you such as images or the chance to do an interview with the artist or in the case of radio stations a piece of music.

"Superb evening's entertainment - exceeded all expectations, could not have been better, audience loved them!"

**Arabian Nights and Days!**  
**Bentley Village Hall**

Call the office if you need photographs!



## DAVID'S HANDY HINTS

"David recommends writing good copy that works for the show and the media you're writing for. He writes two types of copy for each event, one in the form of a press release and one which is just a couple of sentences which sums up why people should come to the event. On all copy he writes, he stresses that this is a top quality professional event and not amateur, and pushes the Live & Local brand. For press, he finds that although papers tend to publish in the week of the performance you need to find out when deadlines are (often 2-3 weeks before publishing) and send them press releases in good time.

He always keeps in mind the type of paper and magazine he is writing for and will adapt the copy to make a good story for them to print. Journalists appreciate not having to do any work, so if you can write a press release that they don't have to rewrite themselves it's more likely to go in the paper."

**\*EXAMPLE PRESS RELEASE\***

**For immediate release - 4th August 2017**

**SNAPPY TITLE - HUNDREDS HEAR ABOUT YOUR SHOW FOR FREE!**

**Your venue, Date, time**

The show, (in one sentence what is it? a singing double act, award winning, one of the UK's top musicians/ writers/, performers from TV, educated locally) will be at your venue on the date at time

- Copy and paste relevant paragraph from marketing sheet about the show -

"Good quote from review, audience member or someone from your committee" (credit them)

- Copy and paste something interesting about the performers from the marketing sheet. -

Your promoting group are promoting the event at your venue in association with the Live & Local rural touring scheme which brings professional arts to unusual spaces. Tickets are priced at just £££ and are available at (where should people get tickets from? Online? Phone number? Local shop? \*choose one\*) Refreshments will be available (or the audience are invited to bring their own refreshments and nibbles.)

-Ends-

**NOTES TO EDITORS**

1. Live & Local helps a network of over 280 village halls and community venues in Warwickshire, Worcestershire, Derbyshire, Staffordshire, Nottinghamshire, Leicestershire, Rutland and Lincolnshire area choose and promote professional entertainment. It is one of 30 similar schemes across the UK who are represented by The National Rural Touring Forum, making it possible for local people to enjoy professional performances in a venue close to home. [www.nrff.org.uk](http://www.nrff.org.uk)
2. Live & Local shows are supported by local councils and The Arts Council England (West Midlands and East Midlands regions).

For more information, images or interviews contact (your name) from the (Promoting group) on (phone) or (email ), or contact Live & Local at [marketing@liveandlocal.org.uk](mailto:marketing@liveandlocal.org.uk) or on 01926 402173

**Listings**

**Show and Performers**

Venue

Venue address with postcode

Date (inc day of the week)

Time

Tickets prices:

Tickets available from:

## SELLING TICKETS

On your publicity form you should have detailed the ways in which you are going to sell your tickets.

When your tickets are ready you could split them between your team, having ten to twenty each is a lot more manageable than the whole amount. The best way to sell tickets really is by word of mouth, if you and your whole team are selling tickets, chatting about the event and creating buzz in your community you are sure to sell many tickets. Be confident, sell the night as a treat and occasion, remind people that Live & Local has only the best shows. Know the show really well, try and see it live or watch video clips so you can really tell the audience about how great the show is. Once you've had your first show you can continue to create a buzz with your new audience.

We ask you to hold back two complimentary tickets for other promoters, buy one get one free vouchers, Live & Local Friends and Live & Local staff. We will come along to your first show and new shows to the menu. As a promoter you can see other Live & Local performances for free, you just need to call the office and ask. If you are nearing a sell-out please call the office and we will see if you can release the two complimentary tickets for you to sell.

## DAVID'S HANDY HINTS

"David suggests building a relationship with your audience and boosting their perception that the show will sell out. David has fostered the expectation in the audience that the tickets will sell quickly (and they usually do) by putting on all publicity material 'book early to avoid disappointment' and he finds that people have learnt now to book early and generally now pay when they book. He thinks this is really important as it's far too easy for people who just reserve tickets not to turn up. It's only a sale when you've got the money!"

## ONLINE LISTINGS

Online listings are a great way to sell tickets. It's really useful getting a free listing on a 'What's On' website as it will then guarantee you an online presence if anyone is searching for your event. Some 'What's On' websites feed into other listings sites (tourist websites, local papers etc.) so you may find that if you put it on one key site then it will turn up on several. Draft a short description of your event, outlining the main selling features to use for the listings.

### National listings

Ents 24

[www.ents24.com/content/addyourevents](http://www.ents24.com/content/addyourevents)

Britevents

[my.britevents.com/login](http://my.britevents.com/login)

Where can we go?

[www.wherewecanwego.com](http://www.wherewecanwego.com)

Staffordshire Theatre

[www.staffordshiretheatre.com](http://www.staffordshiretheatre.com)

## EMAIL MAILING LISTS

Emails are a brilliant way to let your existing audience let you know about your up and coming shows. You can build a mailing list by asking for their email at your shows, community events and when they book tickets. The venue might already have an email list that you can use. You can send them through your own email address with details about the show and a flyer attached or you could use an email website like Mailchimp which is free and looks really professional.

David gets an email address, phone number and address from everyone he sells a ticket too and is up front about asking if they want to go on the mailing list. After a show he rings up some of the new people, and asks them if they enjoyed the show. All his mailings go out through Mailchimp which is a fantastic free programme that is easy to set up. It will allow you to send out professional looking emails to your subscribers several times during your campaign, and can link to online ticketing and other shows. It will even allow you to identify those people that have opened the email but have not bought online tickets, so that you can target an email to them reminding them that there are a few tickets left!



## SOCIAL MEDIA

Online communication is an extremely useful tool for letting audiences know about your events and creating a buzz especially in the last few weeks leading up to a show. Facebook and Twitter can be extensions to your 'word of mouth' activity and are a useful tool to build relationships with your audience.

It is easy to set up a Facebook page, once it is ready post regularly to promote your event and encourage people to follow you. Create interest in your event by setting up an event page and include information such as a copy of your flyer, reviews or audience quotes, images or a link to a Youtube clip or soundcloud. Twitter can also be used to engage with audiences, the company and other rural touring schemes.

David uses social media a lot, tweeting posts that are specifically show related or about rural touring generally. He retweets about fellow promoter's shows, and follows artists and other rural touring schemes, so if @whatsoncornwall tweets about a review of a show that will be in Derbyshire or in his venue he will retweet their post. On his own tweets and posts he'll copy other people in using # or @ to get people to follow his tweets. If his tweet is retweeted by a larger organisation (for example, the NRTF) then it goes to all their followers too and message travels wider. All voluntary promoters are entitled to free membership of the NRTF, which is a great medium to share information UK wide.

## LIVE & LOCAL WILL:

- Include your event in the What's On brochure.
- Include your event on the website.
- Send seasonal press releases.
- Send seasonal emails to our mailing list.
- Keep the online promoter handbook up-to-date.
- Send you flyers and posters eight weeks before the event.
- Contact you in the run up to an event.

If ticket sales are not going as well as you had hoped please let Live & Local know as we can help you further, this could include social media posting and emailing our mailing list members in your area. If you call we will tailor this to your event and needs.

Contact your Fieldworker or the Live & Local office for this assistance.

"On behalf of all at Chapel Arts, I would like to say thank you for a wonderful concert on Saturday evening. We and the audience thoroughly enjoyed it, and were blown away by your expertise on all the instruments, as well as the singing and snippets of information. The feedback from the audience was all very positive. Again, thank you so much for a really enjoyable performance."

**A Brief History of Music,  
Chapel-en-le-Frith Town Hall**



# SHOW TIME

## THE BIG DAY

It's the day you have been waiting for, show time!

Here's some suggestions for the run up to, and

the show. Want to bring something special to

your shows? **Follow the steps in bold to go**

**the extra mile!**

Time	Tasks
A few days before the show	<ul style="list-style-type: none"><li>• Speak to the company to arrange what time they are coming and the catering they will require.</li><li>• Get a float ready for your box office. Think about the price you are charging, the notes people will give you and the change you will need.</li></ul>
On the day	<ul style="list-style-type: none"><li>• Be at the venue ready to let the company in at the arranged time.</li><li>• Please don't set the chairs out prior to the company arriving as they may have a lot of equipment to bring into the venue. When the company has arrived you can discuss with them the best time to do this and how they'd like you to arrange the room.</li><li>• Have a space ready for the company to use as somewhere to change and relax.</li><li>• <b>Be creative, you could make the event really special by decorating the venue and maybe even your team! Some promoters have workshops before the show to make decorations based around the show theme, for example Dracula and bat making. This adds a real buzz to the event and gets the whole community involved.</b></li><li>• <b>Put signage outside to the village hall.</b></li><li>• Put the chairs and tables out.</li><li>• Set up your box office.</li><li>• <b>You can put nibbles on the tables, this makes the audience feel really valued. If it's 'bring your own drink' put glasses out.</b></li><li>• Put any paperwork out from Live &amp; Local, this could be feedback forms, 'What's On' diaries and mailing list signup sheets.</li><li>• <b>Ask the company if they mind you taking photos, ask them for their social media hashtags and handles.</b></li><li>• Liaise with the company about how to start the show and the second half. Talk to them about, introductions, announcements and raffles and when these might happen.</li></ul>
+ 1 hour	<ul style="list-style-type: none"><li>• Feed the company. Please check this time with the company.</li><li>• Brief your team about the show (the company could also do this). Brief your team and the company about the plan for the evening. Give your team their assigned roles and get them enthused, you want everyone to be as welcoming as possible. Remind everyone that tonight's audience is your next show's audience. Most importantly you should all enjoy yourselves.</li></ul>

Time	Tasks
+30 mins	<ul style="list-style-type: none"> <li>• Be ready to welcome your audience on box office and in the bar.</li> <li>• <b>Collect email addresses at the box office for our mailing list.</b></li> <li>• <b>At the bar offer pre-paid interval drinks and catering. If you have tables consider selling bottles of wine.</b></li> </ul>
Show time!	<ul style="list-style-type: none"> <li>• Introduce the show, mention if you are taking photos and putting them on your social media sites, <b>share your hashtags and handles.</b></li> <li>• Watch and enjoy the show!</li> </ul>
Interval - 20 mins	<ul style="list-style-type: none"> <li>• <b>If having a raffle run it (not too many prizes), you could ask the company to do it, sell more drinks, serve snacks, run any of your other fundraising ideas.</b></li> </ul>
Show starts again	<ul style="list-style-type: none"> <li>• The company will start again.</li> </ul>
Show ends	<ul style="list-style-type: none"> <li>• Thank the performers and your volunteers. Acknowledge the support of your local councils, Arts Council, England and Live &amp; Local. Let the audience know about your future performances and other local events. If we have sent feedback forms or mailing list signup sheets please ask the audience to fill these out, this is important for our future funding.</li> <li>• <b>Thank the audience as they leave.</b></li> <li>• <b>Offer the company and your team a drink.</b></li> <li>• <b>Assign tidying up jobs.</b></li> <li>• Thank your team.</li> </ul>





# AFTER THE SHOW

## AFTER SHOW TIPS

Post photos you took on your social media pages. If children are in the photos please check this is okay with their guardian.

Remember to link to the company by using their hashtags and handles.

Arrange an after show de-brief with your team. What worked well, what didn't work, what did they enjoy, any highlights? Perhaps arrange it over a lunch to make it a social occasion and a bit of thank you.

Email your audience and thank them for coming, remind them about your next show. You could use MailChimp to do this.

You could write a press release with a review for the local paper on the event, how many people came, a synopsis of the show, audience reaction and date of next event.

"Thanks to Live & Local we have enjoyed another superb community event, augmented by a few people from outside the village. The experience is totally empowering. We hope we can keep doing it!"

**Mumbo Jumbo Troubadours and Raconteurs,  
Rolleston Club**

"Original, humorous and thought provoking... Brilliant! Very friendly, very professional... The best we have ever seen!"

**Dorothy's War, Doveridge Village Hall**



## INVOICE BREAKDOWN

Fill in your online returns form and show report form, this can be found on our website. Once we have received your forms we will generate an invoice and send this to you via email, this will need to be paid in 30 days. Your invoice will be worked out from the guarantee fee and the split fee, for example:

"This was an almost perfect show - audience totally immersed in and affected by the story and it's execution. Original, powerful, moving, thought-provoking - wonderful!"

**The Iranian Feast, Crich Glebe Field Centre**

Ticket Price	Tickets Sold	Total Yield	Guarantee Fee**	Remainder	Variable Fee (70%)	Total to Live&Local*	Retained by Promoter
£10.00	100	£1,000	£300	£700	£490	£790	£210

\* The total to Live & Local is the set fee and variable fee

\*\* The guarantee fee and variable fee can be different for each show

Have a short break so that you're raring to go for your next show!

"This was Flamenco music at its best. Their mix of Latin based songs and instrumentals combines original compositions influenced by traditional material from Spain and South America. Synergy's guitar playing is fiery and complex and features traditional flamenco pieces and exotic accompaniment, moving from irresistible South American rumbas and tangos to complex Andalusian tempos. Their energy is contagious and this live show is presented with upbeat humour and anecdotal song intros. The audience were happy for them to continue for a further 30 minutes."

**Aire Flamenco,  
The Verney Institute, Pleasley**

"The show introduced a number of 'new' people to the other events which was mount at St. Swithuns, and ultimately will bring a wider range of people and a wider demographic into the live acoustic music and dance events that we stage."

**Songs From The Radio Ballads,  
St Swithun's Hall, Trinity**

# ADDED EXTRAS

## LIVE & LOCAL NETWORK

By becoming a promoter you have joined the Live & Local's network of voluntary groups who are all promoting live arts and entertainment. Keeping in touch with neighbouring promoters is a great way to get involved with the network, you can work together to promote your shows, seek advice, share tips and ideas and avoid clashes with dates. We can send you the contact details for promoters in your area. Every March we run promoter meetings, this is a great way to be keep connected to your wider network.

## NATIONAL RURAL TOURING FORUM

Live & Local is one of 30 similar organisations that support professional arts events in hundreds of communities throughout the UK. The NRTF provides a wealth of experience across its membership as well as professional development, market research and cross regional project development opportunities, explore their website here [www.ruraltouring.org](http://www.ruraltouring.org). The NRTF holds an annual conference and showcase, for this we offer bursaries to support promoters to attend.

Here's David's thoughts from the 2015 conference:

"I went to the NRTF conference with the aim of learning how to do what we do now, but better. I came away totally inspired to try something new, and to expand local involvement in professional performance. It was so inspiring to be with so many people who share my passion for live performance, and to learn how they deal with some of the same challenges that I face in my community."

## COMPLIMENTARY TICKETS

You can find out about other Live & Local shows in your area by looking on our website: [www.liveandlocal.org.uk](http://www.liveandlocal.org.uk). You are entitled to request up to two complimentary tickets for any Live & Local show, so give us a call if you spot a show that you'd like to see.

For your own performances please make sure that you keep two complimentary tickets back till at least three days before (or call us if you are selling out!) in case other promoters, the artists or Live & Local staff are coming to your performance.

## IT'S A GAS

You have the opportunity to see great shows on us! It's A GAS! (Go and See) gives you the opportunity to get two free tickets and travelling expenses to go and see shows that are not already part of the Live & Local Scheme. We ask you for a short review with simple, honest opinions of what you thought about the show, highlighting whether or not it could benefit our scheme. To become a GAS reviewer email [marketing@liveandlocal.org.uk](mailto:marketing@liveandlocal.org.uk)

## FRIENDS

We run a Friends membership scheme which is for people who are great fans of rural touring and Live & Local. The Friends support makes a big difference to our scheme and helps to continue to deliver our fantastic work within rural communities. Friends' membership makes a great gift, if you know any rural touring fans please direct them to our website to find out more. Benefits include ticket vouchers, advance season mailings and opportunities to be a GAS reviewer.



## LIVE & LOCAL'S ADDITIONAL PROJECTS

In addition to the community touring scheme Live & Local also runs:

- The Big Picture Show, a community touring cinema.
- Moving Pictures in Stratford District.
- DART which is Developing Art and Artists for Rural Touring.
- Outdoor theatre shows during the summer at festivals and events.
- Launch Pad for children and young people.
- Discover Stories, an interactive story telling website.

"A finely tuned show - polished and well aimed at village hall audiences. Local references and audience participation complemented a slick performance. Thoroughly professional and flexible. Good pre-show contact. Easy to work with and a delight to meet. Big smiles all round and requests for 'more like this'. Specific comments about the value for money - 'how do you do a show this good for a tenner?' ... Live & Local continues to be a great motivator for our organisation. Our hall is busy and used by all sections of the community but these live events are great focal points for our efforts."

**Licensed To Trill, Feckenham Village Hall**



"The show gave us something for the community and promoted the use of the village hall."

**The Remi Harris Project in Concert,  
Monks Kirby Village Hall**

# SURPRISING SHOWS IN SURPRISING PLACES

Live & Local Rural and Community Touring Networks help voluntary organisations bring their communities together to enjoy high-quality, entertaining and affordable professional live theatre, music, dance and family shows at their local village hall, community centre, church or school.

**Tel:**

01926 402 173

**Email:**

[fieldworker@liveandlocal.org](mailto:fieldworker@liveandlocal.org)

[admin@liveandlocal.org.uk](mailto:admin@liveandlocal.org.uk)

[marketing@liveandlocal.org.uk](mailto:marketing@liveandlocal.org.uk)

**Address:**

Pageant House

2 Jury St

Warwick

CV34 4EW

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