



Shows On The Road – What does it mean to be a Presenter Group?

Country Arts SA Programming

Country Arts SA start to program for Shows on The Road almost a year in advance.

Selecting Performances for your community

Your Presenter Group will be provided with a list of available performances for the upcoming year. Once it has been confirmed which shows you will be touring and the itinerary is finalised. You will be provided with a contract to confirm the performance dates, times, performance venue and ticket booking details. The contract must be signed and returned to secure the performance for your community.

What will we need you to do next?

As the local presenter, in the lead up to your tour, you will be responsible for the following:

- Carry out local marketing activities in the lead up to the performance.
- Manage ticket sales.
- Booking the venue for the whole day on the day of the performance.
- Meeting the touring party when they arrive in your community.
- Set up the venue, including organise and set up seats, dressing rooms and bar (if required)
- Coordinate any additional activities including pre-show dinners or support acts.
- After the performance, complete the Box Office Reconciliation and return it to Country Arts SA
- Complete the Tour Evaluation Report and return it to Country Arts SA with payment of the box office.

Promoting the performance

As the presenter, you are responsible for marketing and promoting the performance in your community. Country Arts SA will supply you with marketing and promotional materials, but it is up to you how you use them to reach the biggest possible audience for your performance. The best campaigns involve a 'marketing mix' of a number of promotional materials and ideas. Don't put all your eggs in one basket – a mix of posters, flyers, mail outs and social media is the way to go.

Here are a number of promotional ideas for you:

POSTERS

Country Arts SA will provide you with approximately 30 posters. Sometimes a few posters in well-chosen places are more effective than a large number stuck up everywhere. Think about what will work best in your community. Put up posters in high traffic areas like local supermarkets, newsagents, chemists, libraries, service stations, community/sports centres and cafes. Don't forget to inform the local school/s, community and social groups.

You should receive your posters at least six weeks before the performance date. It is not always advisable to begin putting posters up as soon as you receive them. Make sure that they are not up for so long that they no longer attract attention. Think about extending the reach of the posters by visiting outlying towns and putting posters up. Plus make a note where the posters are so you can take them down again!



FLYERS

Country Arts SA will provide you with approximately 600 flyers, business envelope sized, colour flyers. Flyers can be circulated by a letterbox drop, included in newsletters, inserted in local newspapers, distributed at your local supermarket, community centre or library, or available from your venue's Box Office. Community groups like Rotary, Apex or Lions have regular newsletters, so think about approaching these groups to include flyers or performance information in their mail outs.

These groups are an ideal target for group bookings. Other groups you might want to think about include the CWA, Sporting Clubs, schools, teachers, Shire staff, or any workplace with a Social Club. It's best to talk to the key organiser of each group to ask them to mention your touring show at their meeting and perhaps also hand out flyers.

MAILING LISTS

A mailing list allows you to contact potential audience members directly with information on forthcoming touring shows. To develop your mailing list you will need to collect as many names and postal addresses of interested people (with their consent) as you are able. Names and addresses can be collected by the ticket seller when tickets are purchased. Don't forget to ask if they're happy for their details to be included on your list.

Another way of building up your mailing list is to set up a form in the foyer of your venue, or include a form in your local newspaper or newsletter (with the chance to win free tickets for completed entries). You might want to think about doing a direct mail out of a flyer and performance information to local clubs, schools and community groups who may wish to make group bookings. Don't forget to include groups in neighbouring communities too.

E-FLYERS

It is also a good idea to get people's email address. You can email the e-flyers Country Arts SA provides you with, sharing the information to other people on your email mailing list - and they can forward it on to people easily as well. Remember to make sure that the people you email are those who have agreed to be on your list (so as not to breach privacy laws!)

Keep in mind that your mailing list should contain contact details for both individuals as well as social and community groups who can be encouraged to make group bookings at a reduced rate.

PRESENTER KIT

Country Arts SA will provide you with a Presenter Kit to help you promote your performance it may include:

- Media Release
- Biographical information of performers
- Press reviews

MEDIA RELEASE

Country Arts SA will provide a general media release regarding the production and the scope of the tour. You are welcome to adapt the media release to highlight your community's performance only. Country Arts SA will distribute the media release to local media outlets but we encourage Presenter Groups to establish a relationship with their local media outlet to support more local coverage. You may also like us to include other details, such as food and drink availability or any pre-show activity you may have planned.



ADVERTISING

In consultation with you, we will identify the best media outlets and timing for your print advertising. We will also discuss radio advertising and any region specific media opportunities. Country Arts SA will produce ads and book the advertising space to promote your performances. You will be sent a copy of the press ads which can be used in your local marketing campaign, including school newsletters, local club newsletters etc.

SIGNS & DISPLAYS

Creating a sign, banner or display to promote your performance is also a good idea. Whilst the initial purchase may be pricey, you can repaint the sign or banner again and again to promote future shows. Any sign should contain details on What, Where, When and Where to Book and contact details for the production. Don't forget to also acknowledge sponsors.

It is a great idea to erect a sign or banner outside the performance venue, and if possible also in a prominent part of the community (such as the main street so people see it as they drive into town). If you are selling tickets from a local business, it might be possible to set up a display in the shop where the tickets are sold. This could be in the form of a board to which posters, copies of reviews and promotional photos are attached.

TICKET OUTLETS

Approach new community groups and businesses in outlying towns and ask them to sell tickets to the show. Easy access to buying tickets will help increase audiences. We can help support you to offer online ticket through Trybooking.com.

IDEAS FOR SELLING TICKETS

You might want to think about setting up tables outside high traffic areas on the weekends leading up to the performances. Your organising committee is a fantastic resource for recruiting an audience. If every committee member invites five of his or her friends (plus partners) you'll be well on the way to a full house.

INVITE OTHER COMMUNITY GROUPS TO GET INVOLVED

- Ask local businesses to donate a prize to get people interested, and make sure they know that they will need to be at the performance in order to receive their prize. This could also be a publicity opportunity.
- A post-show supper is also a great chance for audiences to meet the cast.
- Cross-promotion with other community events (you promote their show if they promote yours)
- Word of mouth is the most effective promotional tool there is! Get out there and talk about the show!

COMPLIMENTARY TICKETS

To assist with on-going promotional and funding support, you might want to think about inviting sponsors, VIPs or local media representatives along to the performance with the offer of complimentary tickets. Remember that every complimentary ticket given away is one that can't be sold! One member of the committee should be responsible for administering the complimentary list.

If your presenter group identifies additional opportunities to support marketing of performances and in lieu of payment you can offer a couple of tickets to the performance. Are there any events happening in town in the lead up to the show? You could offer a couple of tickets for the event organisers to use as a fundraiser or prize – just make sure you ask them to hand out flyers at their event to promote your performance. Country Arts SA is happy to authorise you to give away up to 4 tickets for these purposes. If you identify more opportunities and would like to use more complimentary tickets, please discuss this with Country Arts SA.

GROUP BOOKINGS

In response to feedback from our Presenter Groups, we are going to offer group bookings prices for many of the performances. A minimum of six tickets to be eligible for group prices will apply. This will help reduce the ticket costs slightly and places more focus on the event being a shared experience with friends and family.



TIME LINE GUIDE

The following is a rough time-line for promoting your performance. Obviously, every community will have different circumstances, so think about how to best adapt this guide to your own performance.

- 12 weeks out** Return contract to Country Arts SA with all updated contact details and confirmation of ticket outlets, performance times and venue hire confirmation.
Advise CASA if there have been upgrades to equipment or venue facilities, send plans if necessary.
- 8 weeks out** Group meeting to discuss marketing ideas and explore promotional opportunities.
Allocate tasks to committee members.
Approach a local committee to provide supper for the audience, a great way for them to raise some money for community causes. This could be a great way to promote the cause and the performance.
Coordinate pre-show support acts
- 6 weeks out** Receive posters, flyers and Presenter's Kit and tickets from Country Arts SA.
Start implementing your marketing plans
Confirm Box Office / ticket selling arrangements.
- 5 weeks out** Tickets go on sale.
Put up posters where tickets are available.
With each ticket sold you do your best to collect their contact details so you can stay in touch
Mail out of flyers and performance information to local clubs, schools and community groups who may wish to make group bookings.
Approach local media about writing a story three weeks before the show
Approach local radio station regarding possible interviews with cast
- 4 weeks out** Put up posters and displays around the community.
Obtain a liquor license and confirm who will be managing the bar sales
- 3 weeks out** First story in local newspapers.
Newspaper advertising commences and should run until the performance date.
Update Country Arts SA with sales figures
Send e-flyer to your email database
- 1 week out** Local radio campaign (ads or community announcements) should start, and continue up to the performance date.
Distribute flyers around the community
Approach local radio station regarding possible interviews with cast while they are on the road
If the company arrive in town the day before the show, think about catching up for dinner
- 1 week out** Organise cast radio interview for this week.
All other promotional activities continue until the performance date.
- Day of the show**
Meet the touring party when they arrive in your community.
Set up the venue, organise and set up seats, dressing rooms and bar facilities
- After the performance**
Unfortunately it's not all over when the show finishes!
After the performance, complete the Box Office Reconciliation and return it to Country Arts SA
Complete the Tour Evaluation Report and return it to Country Arts SA with payment of the box office.
Meet with your group and talk about who was in your audience
Review new initiatives and review what you new marketing strategies you put in place
Collect audience feedback

As with all promotion plans, it is important that you keep track of how it's going. If ticket sales don't seem to be going according to plan, try something new. We're happy to brainstorm ideas with you, we're only a phone call away.



Who should be a part of your Presenter Group?

Who does what?

In a perfect world, your organising committee will be overflowing with skilled volunteers, all dedicated to making your event a success. While in reality the number of people available to help out with presenting the performance in your community may be small, here are some of the roles you might want to think about covering. Of course, one person can take on more than one role if necessary but it is best shared around.

Coordinator

This is the person who will be in direct contact with Country Arts SA regarding the tour, and be responsible for getting contracts signed and invoices paid. This position may coordinate the activities of the other members of the group and may be the contact person for the touring party when they arrive in town. On the evening of the performance, they may liaise with the Tour Manager regarding the performance and Front of House activities. The Coordinator should keep track of local expenses such as hall hire and local advertising.

Technical Assistant

This person should ensure that the venue is unlocked and available for use by the touring party for the day of the performance. They may also be available to assist with any special requirements such as hanging curtains, setting up staging or organising ladders for the hanging of lights.

To reduce touring costs, companies have minimal technical crews. Usually one or two people, these crew members often work very long days. So having an extra few volunteers to help bump in and especially to help bump out at the end of the night is usually appreciated.

The technical crew are going to do everything to provide a show as close to the original as possible. They may need help to do the following:

- Rig a lighting bar in front of the stage as high as is practical, so think about whether you can get a ladder high enough to reach your roof.
- A 3 phase power supply may be required to light the show. Find out in advance what kind of power is required, whether your venue can supply it, and what your alternatives are if you can't.
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Box Office Manager

If tickets are being sold at the door, this person will set up the Box Office and staff it on the evening. They will also liaise with any agent that has been selling tickets to monitor ticket sales and collect all monies. The Box Office Manager, together with the Treasurer, will complete the Box Office Reconciliation form following the performance.

Marketing Coordinator

This person will coordinate the marketing and publicity campaign and act as the contact point for all local media. They should forward news releases and photographs and ensure that the media are kept up to date with plans for the performance. Along with the Coordinator, they will also monitor the effectiveness of the promotion campaign.

On the night

Remember that the touring party will need the use of the stage all day on the day of the performance, although it is generally OK for people to use the hall if it is unavoidable. Unfortunately, few halls can be completely black out. This is crucial for most productions - check whether you can cover the windows/doors. However, as most shows will be performed at night the biggest concern is that streetlights don't shine on the stage. If your venue is infrequently used, it's helpful if the venue is cleaned prior to the touring party's arrival.



Performers

Performers will most likely stay backstage before the show and during interval to prevent spoiling the theatrical illusion. You might want to think about providing the following in the dressing room to make it as comfortable as possible.

- Drinking water
- A heater or fan (depending on the weather)
- A mirror with good lighting
- Tea and coffee facilities
- Rubbish bin
- Iron and ironing board
- Running water and toilet facilities (if possible)
- A small table and a broom are also always useful
- The Tour Manager will be in touch before the performance day to let you know if there is anything specific the performers will need

Post Show functions

Some presenters like to hold a small function after the performance so that the audience can meet the cast. If you are planning to hold a function, let Country Arts SA know as early as possible so that we can check that the cast are available. The itinerary for a touring show can be very demanding, requiring early starts and often long and tiring days, so the cast often need a lot of looking after to maintain the pace of a tour, and may need to return to their hotels at a relatively early hour to get some sleep.

Tour Evaluation / Acquittal Process

You must return a copy of the Box Office Reconciliation form to Country Arts SA within seven (7) days of the performance in your venue.

Your contract with Country Arts SA includes a Tour Evaluation Report. The Tour Evaluation Report assists Country Arts SA in monitoring the success of our programs and how we can serve Presenters better in the future so your constructive feedback is always welcomed. The completed Tour Evaluation Report and copies of any promotional material or media clippings must be returned to Country Arts SA within thirty (30) days of the performance in your venue.

Financial Rewards for Presenter Groups

For each ticket sold, Country Arts SA will provide a ticket handling fee of \$1.50 per ticket. We have also introduced an incentive scale for rewarding high box Office sales:

0 – 49 tickets sold	= \$1.50 per ticket
50 – 69 tickets sold	= \$1.50 per ticket + \$25 bonus
70 – 99 tickets sold	= \$1.50 per ticket + \$50 bonus
100 – 149 tickets sold	= \$1.50 per ticket + \$100 bonus
150 – 199+ tickets sold	= \$1.50 per ticket + \$200 bonus

THANK YOU

Thank you for your ongoing support of the Country Arts SA Shows On the Road program. Your Presenter Group is part of a wider network of volunteers across the state that are inspired and committed to supporting arts experiences to your community. We appreciate your energy, enthusiasm and hard work, without you, it would not be possible.