



## TIPS FOR SELLING TICKETS

### To all Choir Members

An Audience Survey undertaken by the Publicity Team showed that **you** play the most important role in publicising our concerts, with 85% of respondents saying that they found out about the concert from a choir member. Think about why you are a member of BCS and recall how you felt after the last concert. Exhilarated because it was a sell out? Disappointed at too many empty seats in previous concerts?

- Tell yourself that there are lots of people “out there” who would have enjoyed it but just didn't know about it or hadn't thought of coming.
- Make a list of all your local friends and family members. Listen out for chance remarks from other people whom you may not know well – some will show an interest in music. Add them to your list.
- Do they all know what you're up to on Monday nights? If not, look for an opportunity to tell them how you love singing and what great music we perform. Enthuse!
- Hand a season's brochure to all of them as soon as they are available. Again, enthuse!
- Make a list of all the local corner shops, public waiting rooms, schools, churches, clubs, hairdressers and other businesses where posters might be displayed. Shops which already have similar window publicity from other organisations are likely to accept ours too.
- Look out for community noticeboards where concert posters are often displayed.
- Take the posters out to shops, church halls and other places on your list and hand them to someone personally. Offer blue-tack. Enthuse!
- Give flyers to the people on your list. Enthuse! Offer lifts if you can.
- The Publicity Team have taken posters to Wirral libraries and stations, but if you notice that any are not displayed, please let one of the team know.
- Place a flyer in your car window, where it will be seen wherever you park.
- Use social media, such as Facebook and Twitter to publicise and remind people about forthcoming concerts. Send an e-copy of the poster to all in your email address book.
- Set up an email circulation list of family, friends, colleagues and other contacts who may be interested. Send them a message with a link to BCS website. Describe the works to be sung in your own non-technical terms and how you're excited at rehearsals. “This is going to be good!!”
- If some interest is aroused you might want to treat someone to their first concert.
- Don't give up just because they don't come the first time. Try again next time – music-lovers often lead busy lives. Eventually you'll build up a small clientèle and you can cross off names of those who never respond.
- For those who say “yes”, ask for cash before you order and deliver tickets promptly.
- Remember – every ticket you sell reduces by about £10 the potential loss that could be sustained by each concert.

In addition to these suggestions, the author also arranges a minibus when people are travelling far from his own church. Perhaps others could do the same?