



PRESENTER'S GUIDE

BRIGHAM YOUNG UNIVERSITY
Performing Arts Management

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Presenter's Guide

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Performing Arts Management

This presenter's guide is designed to help organize a successful presentation of a BYU performing group. We recommend that a committee be formed so that the various responsibilities can be distributed for thorough completion.

This guide is divided into five detailed sections as follows:

1. Checklist
2. Ticket Sales
3. Promotion
4. Public Relations
5. Hospitality

These sections provide an explanation of the steps to take to prepare for a performance. It also includes various ideas to consider in your planning.

This information is also available at the Performing Arts Management website at <https://pam.byu.edu>, under Presenter's Resources.

We hope this guide will be a valuable resource and we look forward to working with you.

Thank you for hosting a BYU performing group!

BYU Performing Arts Management

Presenter's Guide Checklist

Steps Toward a Successful Presentation of a Performing Group

First Steps

- Identify and reserve an appropriate performance venue
 - Work with BYU's artist manager to ensure it is acceptable
 - Deliver the technical rider to the venue's technical personnel
 - Return the venue's technical packet or complete and send the Performance Site Questionnaire to BYU
 - Once the venue has been approved by BYU, pay any required venue deposit
- Create a committee with leaders to oversee:
 - Ticket Sales—News media coverage, advertising, interviews, and publicity
 - Promotion—VIPS, show programs, and media guests
 - Hospitality—Performer meals and water
- Create a budget:
 - Go to pam.byu.edu > Presenter's Resources > Finances > Budget Worksheet
 - Determine extended expenses, breakeven price level, and tentative admission prices including discounts.
- Determine the admission prices, discounts and distribution method for ticket sales
- Develop marketing strategies: social media, posters, handbills, flyers, etc.
- Inform members of your presenting organization of the upcoming event
- E-sign the BYU Performance Agreement when it arrives via email

AT LEAST 12 WEEKS BEFORE THE PERFORMANCE

- Create and manage social media posts
- Identify media contacts and send press kits
- Determine if, and how a program should be produced for the audience
- Identify community and government leaders, news reporters, and art critics to invite to the performance
- Outline where and how performers' meals will be provided
- Plan overnight accommodations for the group, if applicable
- Arrange for ticketing and begin box office ticket sales (if applicable)
- Print performance information on posters, handbills, and flyers and place them in the community; deliver public service announcements to radio/TV contacts; begin community announcements
- Promote group sales

SIX WEEKS BEFORE THE PERFORMANCE

- Invite VIPs to the performance (send tickets three weeks in advance)
- Continue social media promotion
- Deliver first news release and photo to newspapers
- Place posters and handbills in the community

FOUR WEEKS BEFORE THE PERFORMANCE

- Evaluate the number of tickets sold and promotional initiatives to pursue for a good audience
- Deliver second news release and photo to newspapers; consider a telephone interview with a BYU group leader or performer with a local newspaper or radio station contact
- Obtain final program information from BYU; print programs if not provided by BYU
- If applicable, arrange for accommodations (hotel or host homes) with at least two people per room in separate beds.
- Make plans for the evening meal prior to the performance, preferably at the performance site (consider catering and other options), and for post performance food
- Monitor ticket sales

THREE WEEKS BEFORE THE PERFORMANCE

- Evaluate number of tickets sold; make a final push for group sales
- Deliver third news release and photo to newspapers; consider arranging interviews with the cast and/or director when the group arrives. Begin distribution of pass-along card invitations
- Hand deliver invitations and complimentary tickets to VIPs and news critics
- Plan for ushers, ticket collectors, and program distribution

TWO WEEKS BEFORE THE PERFORMANCE

- Review total sales and determine if additional discounts or group promotions are warranted to maximize the audience
- Deliver fourth news release and photo to newspapers; consider final distribution of flyers and other handout materials
- Ensure ushers and ticket takers are identified; set a time to meet with them early on the day of the performance

ONE WEEK BEFORE THE PERFORMANCE

- Finalize preparations for ticket sales at the door
- Arrange last newspaper or radio/TV interviews (live or telephone) before the group arrives
- Confirm seating for VIPs and any reserved seating planned
- Ensure programs are ready for distribution
- Hold orientation for ushers and ticket takers
- Consider whether and emcee should greet the audience from the stage before the performance begins
- Ensure that plans are final for the group's meal the day of the performance
 - Finalize plans for group dinner and post-performance food, box lunches on departure day.

DAY OF THE PERFORMANCE

- Ensure sales of tickets at the door are organized
- Meet the group upon arrival
- Provide two bottles of water per person backstage
- Before opening the auditorium doors to the public, confirm with the BYU Director that the group is ready

AFTER THE PERFORMANCE

- Work with the performance venue to finalize rental charges and payment.
 - Pay expenses. BYU may assist with this if revenue was taken through the BYU ticket website
 - Send the performance fee along with your final copy of the Budget Worksheet (as specified with BYU). This is to be done within 10 days after the performance. If not possible, inform BYU of when you can provide this information and payment
- Send copies of links to news clippings, advertisements, and program and ticket samples to BYU

TICKET SALES GUIDELINES

TICKET PRICING

Please fill out the BYU Budget Worksheet available at <https://pam.byu.edu> → [Presenter's Resources](#). This is critical and mandatory and will help you determine several important things. Any questions regarding this worksheet should be directed to BYU.

- On the Budget Worksheet, use an “Estimated Actual Audience” number that is 60% of the venue capacity.
- List all estimated expenses that will be incurred in their appropriate categories.
- After all expenses and estimated actual audience has been entered into the worksheet, the “Breakeven Ticket Cost” will be calculated. This should be the minimum ticket price for the event in order to breakeven.
- In the “Estimated Income” section, list the ticket types you plan to sell and the prices per ticket. Consider tiered ticketing. Your lowest tiered ticket price should generally be priced near the cost of a nighttime movie ticket. VIP seating should be priced appropriately according to your market.
- Remember to include complimentary tickets at no price, and still showing as a part of your total potential tickets.
- After completing the worksheet, the “Net Income” number at the bottom should be positive and highlighted in green.
- Share your completed worksheet with BYU for final agreement and preparation for starting ticket sales.

Ticket prices should reflect what the evening’s entertainment is worth. BYU’s groups are well worth the price paid for other well-known talent recently in your area. Compare admission charges currently offered in the community for other stage events or school productions. Your event’s admission should be neither the lowest nor the highest offered, but somewhere in between.

DISCOUNTS

A \$2.00 discount for advance ticket sales is suggested until about two weeks before the performance for your core audience. Please tell your core audience that this discount will end two weeks before the performance date. At that point, offer other organizations (e.g. choirs, dance organizations, senior centers, etc.) a discount. Confirm your decisions with BYU, to insure your ticket prices are acceptable.

TICKET SALES

A cost effective approach to selling tickets is through BYU’s ticket site at tix.byu.edu. We have partnered with Eventbrite Ticketing to make this resource *free* for presenters and

help make the ticketing process as simple as possible. Available Eventbrite features include general admission or assigned seating, ability to scan tickets at the door, to track ticket sales in an easy-to-use format online or through the company's mobile app. Contact BYU to learn more about timing, set up, and the ticket sales process through their website and Eventbrite.

FEES INVOLVED

Like other ticket services, there are fees associated with Eventbrite. These are passed on to the purchaser, meaning the price selected will increase between approximately \$2.00 - \$3.00 per ticket depending on the prices established. Performing Arts Management can give specifics regarding this.

Eventbrite's mobile app is called the Eventbrite organizer. It allows event organizers to track sales in the weeks leading to the performance and also scans tickets at the door to give an accurate attendance count.

COMPLIMENTARY TICKETS

Reserve some complimentary tickets for VIPs and the media. BYU also requests 10 complimentary tickets for its purposes.

TECHNICAL SEAT DISPLACEMENT

A minimum of 12 seats are often needed for several of the BYU performing groups, with technical equipment. Please ask the BYU Artist Manager for more details.

TIMING

Set the dates your sales campaign will start and who will be involved. If using ticket sellers, you will want them to report regularly the number of tickets sold. Determine now when those weekly reports should be made. A date should also be set to return all tickets to a central point for final sales at the performance site.

TICKET PRINTING

If not using the BYU ticket website, determine the information to be printed on each ticket and where tickets for the event will be printed. Printing options include:

- A local printer (schedule printing in advance).
- The venue management creates the tickets.
- The presenter uses a computer and printer to create tickets.

If tickets are sold through Performing Arts Management's website, customers will receive their tickets via email to print out or show on a mobile device at the door. Printing tickets is not required in that situation.

TARGETING SALES

Identify target groups for ticket sales. Consider church groups, senior citizens, youth groups, drama clubs, dance schools, musical groups, Rotary, Kiwanis, Lions and other service clubs, parent-teacher associations, school clubs and organizations, and business groups.

You could also use Groupon, Living Social, or other local discount sites.

Visit each target group identified. Send members of your organization or neighborhood who belong to these organizations.

COMMUNITY CO-SPONSORS

Consider business sponsors for the event. With their generous sponsorship, they can be offered a number of tickets. It is advantageous to encourage other community groups to assist your ticket sales as a fund-raising project and/or a community service project. A local arts council may have a significant mailing list you could use. Local charities may have their own media and public contacts to promote their fund-raising events. If your event becomes one of their sources of income, the potential for your audience increases. Examples of co-sponsors include specialized care centers, Red Cross, children's hospitals, treatment centers, food banks, etc.

AUDITORIUM TICKET SALES

Check the venue's requirements for selling tickets at the door the day of the performance. Determine who will do door sales and where they will be located. We recommend having a team of people at the door to sell tickets and check in/scan tickets.

If tickets at the door are sold through the Eventbrite Organizer app, the customer avoids all service and credit card fees as they are absorbed by the presenting organization. In order to offset the absorbed costs, the per ticket price should be raised \$2.00 - \$3.00 on the day of the performance. Contact Performing Arts Management for further guidance if necessary.

PROMOTION GUIDELINES

MATERIALS PROVIDED BY BYU

Online materials are available to download from <https://pam.byu.edu>, including:

- Audio and video clips
- Fact sheet
- Flyer (fillable)
- Handbill (small poster)
- News release/ Biography
- Photos
- Printable Programs
- Quotes
- Repertoire

BYU provides presenters with 30 posters and 100 handbills (small poster). Event information should be printed (not handwritten) on the bottom of the poster or handbill—or a printed sticker/label could be placed there. Handbills will fit through a copy machine or printer.

FLYER PLACEMENT

BYU provides a flyer for most of its groups. You may prefer to create your own flyer from the press kit materials. Flyers can be the most inexpensive option for promotion and are ideal for mass mailings, distribution at other community events, and general public dissemination.

PLACEMENT OF PUBLICITY

Consider the following locations for posters, handbills, and flyers:

- Box office locations
- Businesses
- Churches
- Laundromats
- Libraries
- Music or dance studios
- Parks and recreation areas
- Restaurants
- Schools
- Shopping malls

If you have a need for more posters or handbills, they may be purchased from BYU at the university's cost.

SOCIAL MEDIA

Social media is an invaluable tool in promoting your event. Consider all social media avenues including: Facebook, Instagram, Twitter, Snapchat, and others. These social media platforms can be very beneficial to connect with your target audience in real time. You can create events, share photos and videos, and get people talking about your event. Investigate where your target audience spends most of their time and promote on those platforms.

Each BYU performing group has its own social media channels, available to provide content and information for promotion.

NEWS RELEASES

Create a variety of news releases for use throughout the promotional campaign by adapting the BYU outlines to your own local situation and purpose for presenting. You may also want to vary these in length, so that if a newspaper cannot use a long article, it will have a shorter version to select. Remember, always talk about the most important points first because newspapers will shorten your articles if space requires.

(News release topics may include the performing group, BYU, the presenting institution's goals and its reason for promoting the performance and the director of the group)

In the top right-hand corner of your release, write the date on which you want the story to appear. Example: for release: March 15, 20xx.

MEDIA INFORMATION

Share information with your media contacts. Include a news release, photo and video links.

LOCAL NEWSPAPERS

Contact your local newspaper(s) to:

- Learn the requirements they have for news release submissions.
- Identify who will be responsible for placing your articles (such as the entertainment editor).
- Acquaint this person with the purpose of your sponsorship and the nature of the performing group.
- Request coverage in the entertainment section on the week of the performance.

Check with weekly events calendar listings. Investigate other types of submissions available to you.

This may also be the time to investigate the possibility of having your performance reviewed by the newspaper. Arrange for the reviewer to receive complimentary tickets.

Do not overlook any publication, including college, high school, and area newspapers and online services. Please collect a copy of any newspaper articles or advertisements for BYU to use in our year-end review of the year's performances.

ADVERTISING

Consider advertising in social media, radio, television, and print. Many BYU groups have recordings available for use.

MEDIA INTERVIEWS

You may be able to arrange a radio interview or television performance. A live interview with the artistic director or several of the performers or a short performance can be arranged for the day of the performance. Copyright issues may affect the feasibility of televised performances. Notify BYU of any live interviews and performances well in advance so these arrangements can be included in the tour itinerary and properly prepared for.

TELEPHONE INTERVIEWS

Sometimes an interview by telephone several days or weeks before the performance date is helpful. Contact Performing Arts Management to arrange a telephone interview with the artistic director of the group.

PASS ALONG CARDS

Flyers may be reduced in size, or separate, smaller pocket-sized flyers can be created and used as pass along cards for promotion. These allow for easy distribution to large numbers of people.

PUBLIC RELATIONS GUIDELINES

VIPS

Identify VIPs who should be invited to the performance. These may be well-recognized individuals whose presence at your event will add prestige as well as importance to your presentation. People to consider would include the elected representatives of your city, county, state, or nation and heads of other important and influential organizations. The handbill provided by BYU is an ideal way to introduce the group to the person invited. It could go with a special invitation or letter. Also, consult the ticket sales supervisor regarding tickets for VIPs. Presenters will sometimes host a reception for VIPs before the concert. Often, the BYU tour leaders and several performers are available to attend.

NEWSPAPER REVIEWERS

When considering VIPs to invite, remember to include those individuals who regularly review cultural events in your area. Your media promotion supervisor can extend a special invitation to these people. Good media reviews will result in better community support for your organization in the future.

PERFORMANCE PROGRAMS

On extended tours, BYU will usually furnish a printed program for your patrons, typically provided for 50 to 60 percent of the house capacity. For regional performances, presenters print their own program based on a program list BYU provides. To reduce expenses, consider selling advertisements for inclusion in the program or contact printers who could donate the printing in exchange for printed recognition of their contribution.

USHERING

Determine if ushering will be appropriate for the event and, if so, how it will be arranged. Where will your ushers come from, how many will you need, and how long will they be needed? Set an orientation meeting, probably on the day of the performance, to get everyone organized.

COURTESY ACTIVITIES

Plan who will meet the public at the door of the auditorium. Consider now who will take tickets at the door, distribute programs, see VIPs to their seats, and otherwise assist the public in attending the event. If desired, determine who will sit near your VIPs as hosts during the event.

CONCERT EMCEE

The presenter can (if necessary) designate a person to welcome the audience and give background about the group before the performance begins. Background information can be obtained online at <https://pam.byu.edu> or from the printed program. Once the program begins, no other emcee involvement is needed.

HOSPITALITY GUIDELINES

GROUP MEAL

Presenters are asked to provide an evening meal for the performers, technicians, and group leaders prior to the performance. The BYU artist manager will guide you regarding the appropriate meal time. Consider the following:

- This should be a group meal given in the performance facility or nearby
- The location for this meal should be identified early
- Determine what will be served, keeping in mind potential dietary issues (see below)
- A possible way to provide a group meal and good publicity at the same time is to arrange for a local restaurant to feed the group in exchange for a free advertisement in the performance program or a special thanks at the performance

To provide the most appropriate meal, consider the following:

- A meal served buffet style allows the performers to select their own portions in a timelier fashion
- Warm entrées, fruits, salads, plenty of juices and water to drink are best
- Please do not serve carbonated drinks
- BYU groups do not drink alcohol, coffee, or tea
- Special dietary requirements are usually only an issue for a few group members. Should there be any special needs, BYU will notify you regarding these

WATER

Presenters should provide at least two bottles of water for each performer in the backstage area.

LODGING

BYU performing groups will spend the night(s) in your area in hotel accommodations arranged through the university. Presenter and/or venue recommendations in the area are greatly appreciated and will be evaluated based on the following:

- The location should be in a safe part of the city
- The most economical room rates are needed
- Hotels which provide a complete breakfast are preferred
- Hotels used must have parking available for a bus and equipment truck
- BYU will provide rooming lists in advance for faster check-in

Please share any recommendations for hotels as soon as possible with BYU.

LUNCH

When feasible presenters are asked to provide sack lunches for the performers on the day of departure. Consider the following:

- Presenters should make arrangements to provide sack or box lunches for the group to take with them on the morning of departure
- A sack lunch consists of a sandwich, a side (e.g. chips), a treat, and a non-carbonated drink

Provision of lunch on the departure day is a great help to the BYU group, permitting them to keep on schedule, and to keep performance fees minimized.