



Promoting performing arts events

Promoting and marketing a performing arts event involves more than just advertising and selling tickets. It is a detailed process of research, analysis and decision-making carried out by the production team to ensure that the event is a success.

Research

Before any promotion begins, thorough research is essential. This helps you to understand your potential market and make informed decisions.

Target audience

Once you have an idea of your target audience (young families, students, older adults), research the local area to estimate its size. For example, if you are targeting families, find out how many nurseries or primary schools are in the community. This data informs you of your potential audience numbers.

Sponsorship

Researching the area's demographics can also highlight potential investors or local businesses that might be interested in sponsorship opportunities to help fund your event.

Competition

Identify other performances or events taking place around the same time as yours, as these are your direct competition for audiences. Analyse what type of show they are, who their target audience is and how they are promoting themselves. The aim is to capture the largest possible audience.

Market research

Carrying out market research before selecting your type of show will inform your future decision-making. This process involves gathering opinions directly from the public within your performance area. Online surveys (Google Forms or SurveyMonkey) can be shared on local community social media pages to ask key questions, such as:

- What types of shows do you want to see?
- What events do you typically enjoy?
- How much would you be willing to pay for a ticket?

The responses to these questions will provide valuable information to help you choose the right show, define your target audience more clearly and set appropriate ticket prices.

Promotional strategies

Performing arts events can be marketed in a variety of ways. The strategies chosen should be carefully selected to reach the target audience effectively.

Examples of promotional methods

- Flyers and posters.
- TV and radio interviews.
- Billboards.
- Social media posts to targeted audiences.
- Advertisements.
- Multi-media.
- Promotional activities, such as a flash mob to give the public a taste of what to expect and generate interest, as well as teaser campaigns.
- Working with local businesses to offer premium tickets allows higher pricing. These tickets can include offers such as pre-theatre dinners, backstage meet-and-greets, box seats or preshow drinks and canapés.
- Writing press releases.
- Inviting experienced performing artists to watch rehearsals and write a review of what they have seen.