



CREATIVE CAREERS

Activity Book 2



Welcome

Welcome to your Bournemouth Symphony Orchestra's CREATIVE CAREERS Activity Booklet 2.

Through this booklet you will learn about venues, ticket prices and marketing while building on your own arts company.



CHOOSE YOUR CONCERT VENUE

Your company is now taking its concert programme on tour!

Choose a venue and calculate how much your tickets need to cost in order to be able to pay your players.

If your tickets cost more than you think your audience will be able to pay, you need to consider asking a funder for help!

1a. Write a list of things to consider when choosing your concert venue

Venues

Below are a variety of venues. Circle the one you are choosing for your concert.

Concert hall



Capacity: 1,500 people
Maximum recommended ticket price: £45
Fits in with classical music repertoire, has suitable stage size for an orchestra, usually has catering facilities

Stately home



Capacity: 500 people
Maximum recommended ticket price: £30
More intimate atmosphere for smaller chamber groups, great for a string quartet or soloist with piano accompaniment, can serve dinner before the concert which enhances value for money

Shopping Centre central space



Capacity: 1,000 people
Maximum recommended ticket price: FREE
Not an official concert so can't charge people but could be a good marketing opportunity for people to film and take videos.

Cruise Ship (one off evening event)



Capacity: 3,000 people
Maximum recommended ticket price: £60
Only for people already on the cruise, think about the space you have available, how many musicians could you fit?

School Hall (Evening event)



Capacity: 400 people
Maximum recommended ticket price: £12.50
Think about the atmosphere and whether that fits with the repertoire you have chosen.

Outdoor Festival Stage



Capacity: 4,000 people
Maximum recommended ticket price: £35
Outside, have to think of weather. Can do fireworks/light show.

Costs

70% of Venue capacity (you're not guaranteed to sell out)	
How much will you price tickets at? Will you vary tickets for children, concessions, students etc.?	
Total profit from selling 70% of the tickets (top row x second row)	

List your expenditure – what will you be spending out from this money?				
	Number of musicians	x	How much will you pay them each?	= Total
Paying your musicians		x		=
Paying for the venue (how much do you think it costs?)				
Marketing costs – making your marketing strategy happen				
Are you buying any merchandise or providing any catering for your event? How much will that cost?				
Any additional costs?				
Total				

Calculation				
Profit from your ticket sales	Take away	Total expenditure	Equals	Profit/loss of your event (+/-)
£	-		=	£

If you have a loss, do you need to ask a funder to fund some of this concert? If you have created a big profit, do you need to rethink how much you are paying the musicians or spending on the venue? Do you think your target audience would pay for the ticket price you have suggested? Could you make the event even more exciting by selling merchandise or creating a unique dining experience by providing catering? There is no wrong answer but in your pitch/report you will need to explain why you made the decisions you have made for your event.

Marketing Activities—Your Options

MARKETING TOOLS

Word of Mouth

Identify ways spread event via word of mouth

Databases/Direct mail

Mail and email addresses

Signature

Include event details in email signatures.

DIGITAL, ONLINE

Website

Update website

Social Media, Blogs, Forums

Facebook, Twitter, YouTube, Instagram, LinkedIn etc

On-line advertising

Google ads, Facebook etc

PUBLICITY /PUBLIC RELATIONS

Free Editorial

Editorial stories, pictures, listings etc

Functions

Thank you functions, awards, welcome events etc

Guest speaking opportunities

Promote event at speaking engagements

Other Events / Promotions

Attend other events, shopping centres etc

MARKETING MATERIALS

Marketing Material

Fliers, posters, programs etc and distribution plan

Signage; banners

Signs on town entrances, other locations, venues

Outdoor advertising

Buses, billboards, signage, banners

MEDIA

Television

Sponsorship, community service announcements, paid ads, news stories

Radio

Sponsorship, community service announcements, paid ads, prize giveaways, news stories, interviews

Newspapers

Sponsorship, advertising, media releases, prize giveaways, joint sponsor promotions/adverts

Magazines, Trade publications etc

Media releases, stories, pictures, advertising

COMMUNICATIONS

Local Politicians

Request inclusion in newsletters, at office etc

Council, Tourism, Businesses

Identify opportunities for advertising, promotions, special offers, cooperative marketing etc

Co-promoters

Identify potential partners to promote event – e.g. sponsors, local businesses, tourism, retailers

Design a Poster

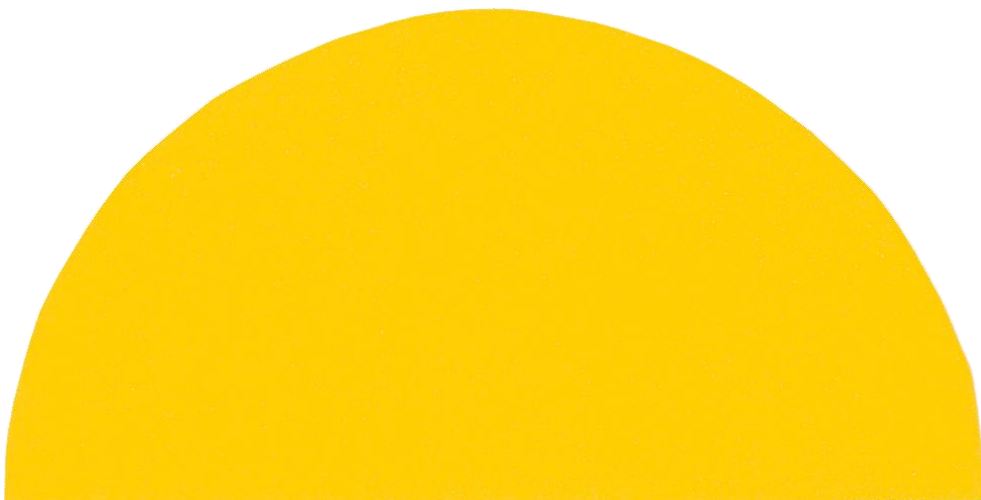
Now you have decided on your company name, logo, repertoire, venue, ticket prices and marketing strategy, design a poster that will draw in an audience to your show. You can even make your own jingle if you fancy getting hands on with instruments and singing!

Things to consider:

1. Use colour to create energy, elicit a mood and attract the eye.
2. Experiment with typography
3. Remove unnecessary elements. Say more with less.
4. Use shapes to create visual interest
5. Play with layering to create depth and dimension
6. Don't hesitate to use humour
7. Ensure your composition is balanced
8. Use creative illustrations
9. Embrace the odd and the unusual
10. Design your poster to evoke emotion. This will make people more likely to share and engage with it.
11. Design for your audience
12. Play with contrast for a more interesting composition
13. Experiment with fonts, texture and ideas

HOW TO START:

KNOW YOUR AUDIENCE. Design using images, colours and fonts that embrace the message. Should it be just words, a large photo or a one-of-a-kind illustration? Maybe bright and bold, or simple and elegant? The field is wide open. Now go create!



Answers

1a. When choosing a concert venue some of the things you should consider (but not limit yourself to) are:

- Accessibility
- Capacity
- Suitable space for the music you have chosen
- Has it got catering facilities if you want to offer drinks or food?
- Size
- Health & Safety
- Security