

Venue Best Practices

- Include precautionary memos in your curtain speech
- Consider setting up a kiosk at events during intermission/after staffed with people ready to help
- Provide attendees with business card sized collateral with venue website/contact information
- When attendees show up to events with fraudulent tickets, take their information to ensure they're on your mailing list, and to ensure that the fraudulent seller does not get an email with more information post-show
- Language to consider:
 - Come to us first, we can probably save you money next time
 - Before you buy - verify (consistent with campaign)
- Speak with your ticketing service about ways that you can optimize your SEO, ensuring that your venue shows up first in searches
- Include direct ticket links in your emails and social media posts
- Send the correct ticket link to artists/agents for their websites/social media (and share some of these best practices with artists as well!)
- Use [Before you buy - verify! toolkit](#) to help spread the word and educate audiences about ticket scams!

Other presenter/venue action items:

- Share [“Before you buy - verify!” slide deck](#) via your own & your organization's social media
- Create PSA(s) using talking points, or [share existing PSA videos](#)
- Ask artists to also slide deck &/or PSA (or even to create a PSA themselves - talking points can be provided to artists/agents by venues and/or NCPC)
- Rent your venue? Talk with venue box office about PSA campaign, share the toolkit with them too!
- Help recruit artists and community leaders as additional spokespeople for campaign, particularly those w/larger following
- Share these resources with your networks, and via any professional associations you belong to

[Live in NC? Contact your representatives about S849: Real Tickets, Real Fans Act!](#)

Have other suggestions or ideas? [Please click here to share them with NCPC!](#)