

Staff or Team Discussion Questions:

Get to the Gig! Creative Promotional Ideas Using Your Existing Toolbox

- What is an effective way to understand who the audience is that are attending our shows?
 - What are a few ways we can do this?
- What is the darkhorse?
 - Considering all the ways we can use email reach, on a scale of 1-5, how are we utilizing the ones listed in the video and resource sheet?
- What ways can we understand the shows we are marketing in order to better promote them?
- What elements of information in the training video can we adapt to work for our venue, festival or team?