

# Theatre & Event Q&As

For more information or to book an event, contact me on:

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Word of mouth drives at least 50% of all purchases – and is the holy grail for selling theatre tickets. A well-run post-show Q&A is an incredibly effective way to extend your word of mouth and get real people talking about your show – offline (where, contrary to digital received wisdom, 90% of word of mouth actually happens) and online.

I've hosted hundreds of Q&As and am adept at coaxing the best out of the panel and engaging the audience for a memorable event – but also encouraging theatregoers to talk about and recommend your show to others after they leave the theatre. Beyond the night, by leveraging the event, I can help you and your team market your show to a wider audience, promoting it to my followers and creating 'sticky' content to further promote your show.

***I understand theatre and producers. My ultimate aim is to help you sell more tickets and make your show a success!***

## CHAIR Q&A

- Preparation for event
- Inclusion on Events page of [TerriPaddock.com](http://TerriPaddock.com) and flagged up on [MyTheatreMates.com](http://MyTheatreMates.com)
- Drafting of recommended audience handout – specifically designed to amplify word of mouth and drive ticket sales
- Hosting of event to maximise audience engagement

## VALUE-ADD EXTRAS:

### Buzz boost tweeting

- Minimum of 10 tweets before and after the event to my followers, including ticket link
- Promotion of event – with show images and links – to my Facebook fans and LinkedIn contacts
- Twitter inventory and instructions sheet provided for all taking part in the Q&A

### Photos of event

- 5-10 high-quality photos of the Q&A and, if possible, audience reactions\*

### Next-day blog

- Follow-up blog and podcast on [TerriPaddock.com](http://TerriPaddock.com) and [MyTheatreMates.com](http://MyTheatreMates.com) – promoted on Facebook, LinkedIn and Twitter

## SERVICE

## COST

Chair Q&A	£	200
Buzz boost tweeting		Free
Next-day blog + podcast		Free
Photos from the event*		Free

## ALL IN FOR OFF-WEST END SHOWS

£ 200

- *Tickets to the show must be provided for me and, if photography, for an assistant. For full preparation, I also need a programme and playscript sent at least three days before the event.*