

Theatre & Event Q&As

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

e: terri@terripaddock.com

m: 07754 067687

w: www.terripaddock.com

[in](https://www.linkedin.com/in/terripaddock) [linkedin.com/in/terripaddock](https://www.linkedin.com/in/terripaddock)

[t](https://twitter.com/TerriPaddock) @TerriPaddock

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 and flagged up on 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 and 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.*