

"Terri Paddock is the queen of post-show Q&As"

Terri Paddock is a digital publishing, social media and content marketing expert and leading UK theatre industry champion with over 20 years' experience. Prior to establishing the Terri Paddock Group, Terri co-founded and ran WhatsOnStage.com for 16 years, launching both the WhatsOnStage Theatre Club and the WhatsOnStage Awards.

She has chaired hundreds of post-show Q&As with actors, creatives and experts at all levels, including Judi Dench, Derek Jacobi, Patrick Stewart, Orlando Bloom, Rupert Everett, Vanessa Redgrave, Peter Hall, David Hare and many other household names.

In addition to running **MyTheatreMates**, **StageFaves** and **StageTalkUK**, Terri tweets independently at [@TerriPaddock](#), blogs at [www.terripaddock.com](#) and produces the annual Critics' Circle Theatre Awards.

How will a Q&A help promote your show?

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 – both offline and online.

Terri is adept at coaxing the best out of any panel and engaging the audience for a memorable event – while also encouraging theatregoers to talk about and recommend your show to others after they leave the theatre. Terri treats the event as a major social media and content marketing opportunity with extensive follow-up coverage too.

NO BRAINER! YOUR POST-SHOW Q&A PACKAGE

1. **On-site event promotion** – Published on the Calendar and homepage on TerriPaddock.com and other sites in the Group as relevant
2. **Hosting of event to maximise audience engagement** – Including extensive preparation & drafting audience handouts & event signs for use at the venue. Tips for Organisers (that's you!) also provided
3. **Buzz-boost tweeting** – 10+ tweets before and after the event, including video tweet at theatre
4. **Photos of event** – Gallery of high-quality pictures of the Q&A
5. **Follow-up coverage** – Blog on TerriPaddock.com & other sites as relevant
6. **NEW! StageTalk** – Key Q&A tweets shared to @StageTalkUK's followers.

All of the above for just ... £200

Q&A ADD-ON: Social media assistant £100

We always recommend that Q&A discussions are live-tweeted and streamed via Facebook Live. Don't have enough hands? Want even more exposure via our channels? We can bring a social media assistant (and wifi hotspot) to do the social media heavy lifting on the night, livestreaming and tweeting via our most relevant account for your show.

*Tickets to the show must be provided for Terri, photographer and, if booked, social media assistant.



More information can be found at [www.terripaddock.com](#) or contact:

e: terri@terripaddock.com or m: (0)7754 687067

**See also MyTheatreMates and StageFaves offerings for further excellent social media and content marketing options. Prices exclude VAT.*