

# California Community Theatre

Top Ten (or More) List

## Tips for Creating a Great Lobby or Waiting Experience

This is a list of successful tips and advice for  
Creating a Great Lobby or Waiting Experience Before the  
Show Starts

**California**  
**Communi****theatre**

# Tips for Creating a Great Lobby or Waiting Experience

- Post photos of current cast, of crew, and lots of posters from past shows
- Have pictures of rehearsals of the show so people can see the work before a show.
- The lobby has the opportunity to be many things beyond where the audience might find services for basic audience functions, purchase tickets, store outer garments, answer nature's call, or imbibe in a drink. It is also how to best prepare the audience for the experience that they're about to have. The lobby may also be the social center of the theatre-going experience, where audience members can visit with old friends or make new ones. The theatre lobby provides humans the opportunity to connect visit with others, the past, the present and even the potential. It is possible that any of these connections will lead to a significant and memorable theatre-going experience. Going to the theatre is always an "event". I should cut to the chase though. The lobby has to serve about three functions: affecting social connections; generating revenue; displaying educational and marketing materials; and most importantly, transitioning the audience from the outside into the world of the play. In my opinion, transitioning the audience is key and includes setting expectations and can include use of graphic art or photos on the walls. music and as I like to do if appropriate using actors outside or in the lobby to set a mood. Sometimes just setting a quiet somber tone can be effective.
- We have a 42" TV that displays our "call board" (head shots of actors in the show) plus pictures from previous productions.
- For a Christmas Carol, we decorated the lobby in Dicken's Faire style and invited local artisans and vendors to display and sell their products, particularly hand made items.
- Social Media Photo Booth.
- We theme our lobby to the show.
- Have a lobby that sets the mood for your theater, preferably one that puts your audience at ease with the experience they are about to have.
- Also, a monitor playing trailers and promotional videos for your theater and projects keeps people entertained while they wait while simultaneously informing them of your theater.
- Have a Staff/Volunteer/Board Member sit at an 'Info Booth' or even just walking around/standing in a 'station' at every show. Ushers or Front of House folks can direct all questions to the Info Booth or person to talk about the theatre: its history, programs, perhaps give a specialized mini-tour or share something unique about the theatre

