

California Community Theatre

Top Ten (or More) List

Tips for Introducing a New Person to Your Theatre

This is a list of successful tips and advice for
Introducing a New Person to Your Theatre

California
Communi**theatre**

Tips for Introducing a New Person to Your Theatre

- Involve them in non-acting activity
- Social Media
- Actor/Crew: I invite them to meet with me and we tour the theater and I find out their interests.
- For a Patron: I sometimes offer them comp tickets to come see a show.
- Have them attend a performance.
- Give them a comp to a production I think they will enjoy. Try to be there the night they come to greet them and make them welcome.
- Invite them to a show, if necessary, comp them
- Volunteer as an usher, see a performance, or just dive right in and audition for a production.
- Offer a free Open House or similar event for the public. Tour the theatre, offer light refreshments, perform a scene, show community members what you do.
- Tie an event or party to a production. For example, offer a free dance 'lesson' in the lobby prior to a musical performance. Another specific example might be to showcase local art in the lobby before 'Picasso at the Lapin Agile' and offer an art 'opening.' Attract people to the theatre for reasons in addition to your current production.