

# Planning to get bigger audiences

<b>Festival:</b>				
<b>What do we want to achieve?</b>				
<b>What are we really offering?</b> Why is our festival interesting?: Why is it different?: Why is it important? What makes it high quality?: ... and how can we prove it?: What will audiences experience? (how will they feel? what will they think?)				
<b>Why should people buy tickets?</b> Turn your answers into five clear and persuasive reasons (not facts) why people should come • • • • • Use these reasons in everything you say or write about what you do				
<b>Who do we want to reach?</b> Identify five different groups you want to target. What are they like? What do they enjoy? What negative preconceptions might they have about the festival?				
<b>How will we persuade them?</b> write the six word story that will best persuade each target group				
<b>How will you support your six word story?</b> choose 3 reasons that are most important to each target group?				
<b>How will we get that message across?</b> choose the three communication methods that will best reach each group. For each group, put a star against the communication method that will be most effective.				
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<b>When will we tell them?</b> how many weeks in advance will they decide to come along? when should you remind them?				
<b>Was it worth it?</b> how will you tell if you achieved your aims? what information will you need to collect?  What questions do you want to ask your audiences? How will you ask them?				