

Are you  
seeing  
this...

...more  
than this?



**Selling tickets is the 'life blood' of running successful venues and producing successful works.**

Crucial to selling anything is **inspiring** and **informing** a potential customer to make the purchase.

Marketing and publicity are the tools used to inspire and inform.



**Producers, Designers, Copywriters, Presenters, PR People, Council Officers all with a piece of the marketing puzzle.**

**But is every one on the same page to create marketing and publicity messages that work?**

The 'Same Page' Workshop is a professional development session designed to connect Presenters and Producers; explore where each is coming from when creating marketing and publicity; discover respective needs and constraints and then provide ongoing strategies and approaches for the future that will seek to improve marketing and publicity of work.



**You can't sell a ticket if a person isn't first inspired to buy.**

The Same Page Workshop will provide information as to the kinds of elements that inspire people to buy a ticket and will then look at how those messages can be best transmitted.

The session will be interactive, will feature live interviews with working practitioners and will involve shared group input to collectively identify current concerns and to build on the knowledge in the room.

The session will be presented by Richard Fitzgerald who has been both a Presenter (*Her Majesty's Theatre Melbourne, The Darwin Entertainment Centre, Alex Theatre St. Kilda*) and a Producer (*Marina Prior concerts, Rhonda Burchmore concerts, Bad Jews play*).

Richard was also one of Australia's leading media training and issues management strategists (*Roger Fry & Co, Media Assist*) as well as enjoying a successful career as a journalist (*Ten News, Seven News, 3AW*)

**When:** 9th March 2017. 10am- 4pm

**Where:** Darebin Arts & Entertainment Centre, Cnr Bell St and St Georges Rd, Preston.

**Cost:** \$55-Producers; \$95-Presenters (inc GST)

**Book:** <https://www.trybooking.com/247470> (*bookings essential*)

**Info:** Jenny Ryssenbeek, Executive Director VAPAC [exec@vapac.org.au](mailto:exec@vapac.org.au)

Same Page Workshop aims to develop greater understanding and cooperation between different stakeholders all trying to achieve the same goal... inspire an audience to buy a ticket, visit a venue and be entertained.

