EVENT INFORMATION TIPS

Best practices to increase audience interest

• **Tell the audience why they should be compelled**
  - A work addressing social issue; commemorating an anniversary; a premiere, etc.

• **Tell the audience why the event or artist is unique.**
  - Features excerpts from all of the composer’s works; new treatment of old work/concept, etc.

• **Details are good**
  - Program information (works performed, exhibited)
  - Information about speakers, composers, artists
  - Awards that artists have won
  - TV or live appearances

• **Don’t assume they know**
  - Write the copy assuming little to no knowledge of the art form, works, artists, etc.

• **Capitalize on associations with better-known entities**
  - Eg. Recently seen on Broadway; toured with Bela Fleck; premiered at such-and-such film festival

• **Include an image**
  - If an image of the exact show isn’t available, use a “generic” image of the artform

• **Include a video**
  - A youtube/vimeo link will allow us to embed on the website(s)