



SUGGESTED SESSION TWO ACTIVITY STRUCTURE

Explain to the group that for the next 40 minutes they are to select a new loyalty scheme/ticket offer for the venue to introduce to appeal to 16-19 year old audiences.

They have up to £XXXX that they can allocate to their plans for marketing it or launching it at a screening/event.

- Venue to provide (up to) three ideas for the loyalty/ticket scheme (on a board, screen or large sheet of paper).

Ideas could include:

- Tickets X price before X time
- Buy X number of tickets, get one free
- Buy a ticket get X snack free
- Free merchandise
- All tickets £5 for under X age

- Get the young people into groups of three/four and allocate each a different scheme.
- For 40 minutes groups of young people are to discuss how their scheme might work for the venue and how they might promote the new scheme to their age group through social media, print marketing, 'real world' marketing and/or a launch event.
- For the last 15 minutes ask the groups to feedback and then as a whole group ask them to vote for their favourite scheme that the venue could realistically deliver.