



The Cinema Loyalty/Ticket offer sessions provide the opportunity to consult with your group on existing loyalty schemes and explore what could be a worthwhile incentive scheme for your venue.

Session One	Activity	Description of activity and resources available
15 minutes	Icebreaker	Venue to choose from a range of icebreakers. Film related games include a variation of 'I went to the shops and I bought' which is adapted to 'My name is xxx I went to the cinema and I saw'. See suggested Icebreakers .
30 minutes	Initial consultation	Group's immediate opinions of the venue and offer.
1 hour	Overview of venue/ offer and a brief tour followed by a general discussion	<p>Could include:</p> <ul style="list-style-type: none"> • How long the venue has been open • A description of your role and how long you've been in it • Description of demographic of venue audience • The vision/mission statement of the venue • Why the venue is running this consultation project and what you are hoping to get out of it <p>And could include relevant points such as:</p> <ul style="list-style-type: none"> • Current ticket offers/incentive schemes for young people – if any - Any pilot schemes the venue considered in the past • Any barriers to possible offers/incentives (timings/ budget/space) <p><i>Venue could choose to present this through ppt if necessary.</i></p> <ul style="list-style-type: none"> • Open discussion about any other loyalty schemes that the young people can think of
15 minutes	Set the session one task and explain timelines	<p>Task after session one:</p> <p>Challenge the group to go away and research other loyalty schemes and return to session two with feedback on one scheme that appeals to them.</p> <p>Ask the group to use the Cinema Loyalty/Ticket Offer task sheet and bring it to session two ready to share feedback. Cinema Loyalty/Ticket Offer task sheet</p>

Session Two	Activity	Description of activity and resources available
15 minutes	Icebreaker	You could choose from a range of icebreakers or by this time just do a <i>'what've you been watching since last time'</i> . See suggested Icebreakers .
30 minutes	Feedback on researched schemes/ offers discovered by the group of young people.	Young people to take it in turn to share ideas - venue to facilitate discussion.
1 hour	Activity in small groups.	See Cinema Loyalty/Ticket Offer activity for suggested structure. Young people to choose a scheme that the venue could introduce to appeal to 16-19-year olds – based on ideas that the venue is prepared to implement. Ideas could include: <ul style="list-style-type: none"> • Buy X number of tickets, get one free • Buy a ticket get X snack free • Free merchandise • All tickets £5 for under X age • Tickets X price before X time Young people to spend time planning a marketing campaign for the scheme concentrating on target age. Ensure enough time is left towards the end of the session for groups to share ideas and plans.
15 minutes	Next steps	Explain to the group how their above ideas will be moved forward. Then use this time to present further opportunities for collaboration. If not applicable, use this time to discuss upcoming events/screenings.

BUDGET

A hypothetical budget should be introduced during the session two activity. This should be spent on developing/marketing the selected scheme loyalty scheme/ticket offer.

Ideas for the young people's budget spend

- marketing plans for the chosen loyalty scheme
- merchandise for the chosen loyalty scheme
- prizes to promote the loyalty scheme
- launch for the loyalty scheme