

Simple Secrets for Putting a Group Together

GET STARTED EARLY

This is the number one secret to putting a group together. It's best to get started months ahead of the performance date. You'll find it takes time to decide on which performance to see, get the word out, set up transportation, arrange meals, collect money, etc. Be prepared ~ some people will never make up their minds!

KEEP IN TOUCH

Scheduling changes can occur or your plans may change; either way, a periodic call to the Group Sales Department is always a good idea. When the Group Sales Department is kept informed and up-to-date, they can work with your individual situation to give you the greatest number of options.

GET THE WORD OUT

After you have chosen your show, prepare a notice for your group. Don't just announce it in a meeting -- send out a written notice. People forget they need time to think about it, they want to talk to their friends. Having that notice keeps your plans on top of "Things To Do."

Include on the notice:

- ★ Name of the show and other descriptive material.
- ★ Date, day of the week and time of the performance.
- ★ Total cost - ticket, cost of transportation, meal -- everything.
- ★ Date the payment is due to the group leader, where and how to send it.
- ★ Phone number for questions or more information.

Group Sales can help by either providing you with artwork, a show poster or other show collateral that may help you get the word out. Just call us at 716-829-1154 and let us know your needs.

STICK TO YOUR DEADLINES

Once the seats are reserved, you will receive a contract stating your deposit and balance payment dates. Choose a deadline and stick to it. Make every effort to get your group members to **pay you early**. The deposit is important in ensuring your priority seating. Final payment must be received by the due date or the seats will be released to the general public. Anyone requesting a ticket after the deadline may lose the opportunity to sit with the group and may not be eligible for a discount. If circumstances arise where an extension of time is necessary, call the Group Sales Department at 716-829-1154 for possible options.

PAYMENT TO SHEA'S

It should be with one check, one credit card, or cash (cash must be paid in the box office only, please do not mail cash). Make arrangements with your group's treasurer to accept individual payments. Shea's accepts personal/business checks, money orders, VISA, Mastercard, American Express, Discover and cash.

ARRANGE FOR TICKET DISTRIBUTION

It's best to have the tickets in the hand of the group members before the day of the show.

Enjoy the show!!