



INSTRUCTIONS

Imagine you are an employee of the local theatre and are responsible for the ticket sales efforts for each show that performs at your local venue. As a class, discuss the various strategies you might explore to sell as many tickets as possible. Think about those shows that feature multiple performances (such as a longer running show like “The Lion King”, “The Nutcracker” or “Rent”) as well as those shows that may only feature a single performance.

Do you think the number of performances showing at the theatre will affect the total number of tickets sold? Will it influence your sales strategies? Why or why not? Record your results below.

SALES STRATEGY FOR MULTIPLE PERFORMANCE SHOWS

1. _____
2. _____
3. _____
4. _____
5. _____

SALES STRATEGY FOR SINGLE PERFORMANCE SHOWS

1. _____
2. _____
3. _____
4. _____
5. _____