

Group Sales Process:

Step 1- Meet with Eve

- Set up an appointment at least 60 days before your show.
- Her email is echilds@arts.lacounty.gov
- Direct line is 323.769.2147

Step 2- Brainstorm

- Think about who is performing and producing and what groups they may be involved with including leadership, professional, social, educational, volunteer or religious networks.
- Do your board members, staff, and key volunteers have connections in the community or to organizations that might be interested in bringing a group?
- Who do you know that can reach out to a younger crowd?
- Who do you know that can reach out to an older crowd?
- Do you work with or provide services to groups during the year such as senior homes or children's groups?
- Are there any other large institutions such as museums or service organizations who might like to offer a discount to their membership?

TIP: Try to have a familiar person make the initial solicitation on behalf of your production at the Ford.

Step 3- Research

- Research local groups above and try find a direct contact and connection to them.
- Try to collect contact information for who is in charge of programming, events or who will be the chosen group leader.
- Provide all of this information to Group Sale Coordinator, Eve Childs in an excel spreadsheet. Click [here](#) for an easy way to track your contacts
- If you find it appropriate, write a brief and individualized pitch for special group or community that will fit with your regular description. For example, one sentence geared towards the LGBT community and one to the Jazz Music Lovers Association.

Step 4- Share

- Try not to become bogged down in the details of making a deal or getting a group to your show. Pass information along to the sales coordinator.
- Continue to send prospective group contacts to Eve throughout the summer.
- Let us know in advance if you have special requests for VIPs or certain groups.