

# HOSTING A TEEN NIGHT

Teen Nights provide an opportunity for our partner organizations to invite young folks into their spaces, making them feel welcomed, and ultimately building a healthy relationship with teen arts patronage. It's simple and easy to host a Teen Night, just check out our tips & best practices below!

There are three main components to making a Teen Night successful:

1. **Food:** Teens love snacks. It's science! You can choose to set up a snack table, or offer a "voucher" for concessions (i.e. 'teens can flash their TeenTix Pass for a free soda or popcorn!')
2. **The Show:** This is the easy part! You're already putting something on; you're inviting teens to attend, too.
3. **Education:** Teens long to feel more deeply involved in the art that they're seeing! This means activities like pre-show lectures, workshops from your education department, post-show talkbacks, and behind-the-scenes tours entice them into your space.

What nights are best to host a Teen Night?

- We've found that the most successful Teen Night happen on Friday or Saturday evenings.

If possible, have an option to buy or reserve tickets/seats in advance!

- If you'd prefer to handle tickets yourself, you can set up promo codes, special ticketing links, or whatever works best for your organization. Simply directing them to reserve tickets over the phone is great, too!
- TeenTix can also set up a Google Form that respondents can fill out beforehand, then we'll send you the will call list in advance
- Make sure the tickets are \$5 maximum (inclusive of all fees), and it's up to you to limit sales to just one ticket per buyer, or multiple

Want to go above and beyond? Plan some activities!

- If you've got time and resources to plan and execute even more teen fun, we recommend setting up a photo booth, a button-making station, a raffle, a costume contest, or any other activity you can dream up that fits within your event!

Make sure you're transparent about the timeline of the evening and the themes of the show!

- Provide a rough itinerary of the evening so teens know when to arrange for transportation to and from the event
- If you have a special block of seats or a room reserved for teen mingling & snacks, mention it (and have signage!)
- If you know of any thematic concerns or hesitations, mention them to audiences and make sure we know about them, too

Phrasing is important!

- These events are not "TeenTix" nights – your organization is doing the labor behind producing the event, so we want YOU to have the credit! Only mention TeenTix secondarily, as a way to access the event for a \$5 ticket, and make sure your event is labeled "Teen Night".

Give us as much advance notice as possible, and promote the event!

- We like to send out dedicated emails to our subscribers to let them know about upcoming Teen Nights. The more advance notice we've got, the more likely your event will make it into one of our e-blasts!
- Make a Facebook event + make us a cohost, mention the event on Twitter, Instagram, and Snapchat, and tag us!