

# Ground Zero Productions

## Ticket Representative Guidelines

As a ticket rep, you have the responsibility of selling event tickets to the general public. You have been chosen because of your location, charisma, and ability to generate sales. Ground Zero relies on its ticket reps to generate excitement about our events, as well as making the majority of our sales.

The following are the general guidelines and procedures associated with your position. They're not too complicated, and should make your task easier. Remember, once you have sold 20 tickets you are put on the party's guest list.

### Ticket sales procedure

- You have been given an envelope that contains 20 tickets. This envelope should be carried at all times (you never know when you might be able to make a sale!).
- Every time you make a sale place the cash inside the envelope. Once all 20 tickets have been sold, seal the envelope and give it directly to either Justin Jackson or Adrian Richard.
- All unsold tickets, and ticket sale money, must be returned to Ground Zero on March 4<sup>th</sup>, 1998. You are responsible for all of your tickets (ticket sales and remaining tickets should match up).

### General ticket sales guidelines

- Inform potential buyers of party details (four DJs, tight but friendly security, free candy, huge sound system by Axe Music, etc...).
- **Notify all buyers of location change.** The new location is the Elk's Hall in Stony Plain (4911 - 51 Ave.).
- Encourage buyers to arrive early to win door prizes. We want to ensure there are lots of people present from the very beginning of the event. Door prizes will be given out to those who come early. Prizes include CDs, t-shirts, gift certificates to Farside, and more!
- Be enthusiastic! If you sound excited about the event people will be more likely to come. Be outgoing, make it sound like they're missing out on the biggest party of the year. Try to paint a mental picture for them (huge lights! huge sound! lots of girls!).

### Benefits of being a ticket rep

- As mentioned previously, if you sell 20 tickets, you will be put on the Ground Zero **guest list**. Impress your friends by walking right by security and the ticket booth without paying!
- All those who sell 30+ tickets will receive a \$5 tab at the concession.