



**Independent Venue Week**

**20 how's and why's to make IVW work best for you**

**We are a team of 4 (2 full time, 2 freelancers) working with over 200 venues and 100 promoters plus partners and media**

**IVW is completely free to be part of and should bring you some great benefits, not just for the week but across the year**

<p>1</p>	<p>Why are you so insistent we send you our ticket links?</p>	<p>The IVW website is where all of the media and partners look to see what is going on.</p> <p>This includes all of the BBC radio producers who look at that list to see which shows they will cover.</p> <p>This always includes Steve Lamacq.</p> <p>If you have ever said you're frustrated that you don't get coverage, please ensure you send us, as early as possible, not just details of shows but also ticket links.</p> <p>We don't have the time or resource to go through your social media links finding ticket links.</p> <p>As of 2020, for those of you wanting to co-host with us on Facebook, we will only do this when you have sent us your ticket links. The only year we did co-hosts with lots of you, we had the lowest number of ticket links in.</p>
<p>3</p>	<p>EMAILS</p>	<p>Check your junk mail - every year, we get emails from people irate with that our emails went into their junk folders and they missed out on various things. Clearly this isn't something we have control over.....</p> <p>Again, we get people frustrated as that they haven't received our emails. It's ok to have two people on your side, receive emails from us and by doing this, you have less chance to miss things from us.</p> <p>The reason we ask you every year to send your key information is that sometimes, these details change.</p> <p>It's more work do it this way but it does (hopefully) mean we have what we need to get in touch with you.</p>

4	<p>Why are the proper daytime delivery address and contact details (phone and email for that delivery) so important?</p>	<p>Reiterating the point above but every year, we send t-shirts, banners and free product from partners out to you all and every year some come back unable to have been delivered.</p> <p>The T-shirts and Banners are not Arts Council supported so come out of a different budget. They are one of our highest expenses. We have never asked and nor do we intend to ask for you to pay for them.</p> <p>But, when we get messages they've come back because we have the wrong details, it's incredibly frustrating. That money can be spent on so many other areas but we really want you all to have the free T's and banners.</p>
5	<p>Why don't 6 music response to our socials media posts?</p>	<p>If you are tagging us AND 6 Music or any other partners, we will always endeavour to respond somehow but we have no influence over our partners' channels.</p> <p>As you can imagine, we have a huge amount of traffic during and around the week with just one person managing our socials.</p>
6	<p>Why doesn't Steve Lamacq come to my venue?</p>	<p>Steve aims to go to venues all over the UK and always a new location every year. His team genuinely look at the ticketing page and we do send them a spreadsheet with all the shows on we have. We do discuss ideas with them but the final decision always lies with them.</p> <p>He doesn't always go somewhere well known, huge or with a well know line up so be patient and get us the info so we can share it with his team. He also only does 5 venues across 5 nights in line with his radio show so won't ever come to you at the weekend.</p>
7	<p>You don't have to program 7 days of shows - program what will work for you</p>	<p>Whilst we run for 7 days, and in fact we allowed tours starting before and ending after the week this year and will continue to do so, you should not feel under pressure to program a show every night. Quality over quantity and the idea is that you enjoy the week.</p>
8	<p>You can do all dayers</p>	<p>All dayers have become a regular fixture with some venues, especially for shows with 14+ performers and audiences. You can also open your venues up early to do Soundcheck School and other workshops.</p>
10	<p>If you are away or on hols, let us know who else we need to speak to</p>	<p>We know this seems obvious but we don't always get emails from people when they're away. If you are, tell us who is handling things whilst you're away/ill/no longer working at the venue.</p>
11	<p>Please don't moan on public forums</p>	<p>This hardly ever happens but if you have an issue, call or email us. Going public about something before talking to us does nothing to help you, us, or keep IWV positive and celebratory.</p> <p>Please don't also moan on socials if you don't receive something from us or our partners - get in touch with us directly.</p> <p>Please also allow us time to respond - half an hour to you might seem a long time but to us is nothing.</p>

12 IVW just feels like a load more work for what we already do

Again, comments like this are really rare.

We know we ask for a lot of information but we do this so we treat you all the same and can give each of you the best possible experience of IVW, this includes getting radio shows, media coverage, bigger artists and great partner offers.

The aim is that you ALL feel part of a national celebration which means the more info we have, the more we can share and the bigger the celebration can be.

The longer you are part of IVW, the easier it is and the more you will get from it.

13 If you want less emails, reply to us so we don't have to send reminders

So many of the emails we send out are chasing you for info we've already asked for and there are 3 key things we need from you.

1. All contact details on the sign up form (fully filled in)
2. Tickets and show info
3. Orders for T-shirts and banners

We do know how busy you are but responding to our emails and completing our forms is the quickest way to reduce how many emails we send you.

14 Passing on Key Information

With over 200 venues taking part in 2019 and a pool of over 350 venues we work with, we can't promote each of your shows at each of your venues individually.

Please let all of your staff know what is happening across the week - bar staff, promoters, anyone doing your socials etc.

If you want a boost for specific shows, please do ask the promoters, artists and anyone doing your socials to push them out. We do see that lots of artists don't do this which is a missed opportunity.

Every year we offer specific branding for various roles - see below - these logo's should be passed on to whoever needs them.

15 Why so many Logo's?

We have created specific IVW logo's so everyone taking part so they can show their involvement. The main IVW logo is fine to use, but these reflect you more specifically.

We have the following logo's which are available to you and we hope that you will use them and pass them on to those who are part of IVW;

- Official Venue
- Official Promoter
- Official Artist
- Official Charity Partner
- Official Partner
- 14+ Shows
- 16+ Shows

16	<p>We have national reach - we have a PR that will support you locally but only if we have your show details</p>	<p>We have a brilliant PR supporting us nationally but also regionally across all press and media including radio. If you have something going that is really press worthy, it will be picked up if you send us your details on the google forms or email us.</p> <p>We can't support everything, especially newer artists, but we will endeavour to get you in front of local and/or national press where we can. The more notice we have, the better.</p>
17	<p>The longer you take to sign up, the less opportunity you will have for the extra things</p>	<p>We opened up the sign up process much earlier last year and will do the same again this year. So many people wait until the autumn to sign up but it costs you nothing and the sooner you're in, the earlier we tell agents, artists and partners.</p> <p>If you know you want to take part in IVW, sign up as soon as you can to give yourselves the best chance of getting the artists, tours and partner offers.</p>
18	<p>Are you following us on all of our socials?</p>	<p>If you're not already, follow us on our socials so we can tag you and include you in some of our posts not just for IVW but throughout the year.</p> <p>We will continue to use #IVW19 until we start announcing plans for #IVW20</p> <p>Facebook @independentvenueweek  Twitter @IVW_UK #IVW19 then #IVW20  Instagram @IVW_UK</p>
19	<p>Why do you not allow free shows?</p>	<p>We want everyone to have an equal shot at artists and gig goers. Not everyone is able to put on free gigs which means not everyone is treated equally.</p> <p>In addition, we believe there is a value in live music and by making gigs free, shows are devalued. People are less likely to turn up if it rains or they have a better offer if they haven't paid for a ticket.</p>
20	<p>Comedy, Quizzes and Documentaries</p>	<p>We do aim to support you all as venues as broadly as possible.</p> <p>This means we aim to reflect what you do across the year so we can support you across the week.</p> <p>More of you are diversifying and including comedy, quizzes and documentaries so you are now welcome to include these as official shows across the week.</p>