



## ETC Audience Exchange Programme

The Audience Exchange Programme supports audience members of ETC Member Theatres to experience European theatre outside of their home country, with free or discounted tickets for any other venue in the network. It encourages mobility around Europe and supports the aim of ENGAGE to empower today's audience through challenging theatre. The programme can also be a great incentive for audience members when offered as a benefit in a subscription or membership package.

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### How it works

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There are two ways an audience member can obtain tickets for a show at an ETC Member Theatre.

- 1) An audience member contacts their home theatre (Theatre 1) wishing to book a ticket for a show being presented in another ETC Member Theatre (Theatre 2) on a specific date.
- 2) Theatre 1's ticketing team then calls or emails Theatre 2's ticketing team to request a ticket be booked in the audience member's name as a free or discounted ticket.
- 3) Theatre 1 confirms the booking with their audience member.

Or

- 1) An audience member visits another ETC Member Theatre and presents their membership/subscription card from their home theatre in order to obtain the free or discounted ticket price.

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### How to contact other ETC Member Theatres

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Key contact information for all ETC Member Theatres is available through the ETC database on our website (please contact [convention@europeantheatre.eu](mailto:convention@europeantheatre.eu) if a new login is required).

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### Free or discounted tickets

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We understand that each ETC Member Theatre has different capacity for free tickets. Therefore, it is at the theatre's discretion to offer free or discounted tickets to visiting audience members.

If a theatre offers discounted tickets, the discount should be in line with that of their own membership scheme.

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## Reporting

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In both cases, it is important for each theatre to keep a record of how many audience members use the offer, of which home theatre they are members and which other ETC Member Theatre they have visited. This information will be requested from ETC on an annual basis in a simple online form.

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## How to communicate the scheme to your staff

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Ensure your box office/ticketing/customer service teams receive these guidelines and understand how the scheme works. They will also need to be aware of how to access the ETC database and find the relevant ticketing contact for the other member theatres.

The ETC Audience Exchange Programme can be an excellent incentive for audiences if you offer the scheme as a benefit within your membership /subscription package.

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## How to communicate the offer to your audience

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Here is some suggested copy for promoting the ETC Audience Exchange Programme in your communication materials.

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### **ETC Audience Exchange Programme**

Our theatre has been a proud member of the European Theatre Convention (ETC) since **XXXX**. Founded in 1988, the European Theatre Convention (ETC) promotes European theatre as a vital social platform for dialogue, democracy and interaction that responds to, reflects and engages with today's various audiences and changing societies. It currently represents over 40 publicly funded theatres in more than 20 countries. This makes the ETC the largest such network, representing around 11,000 theatre employees and thousands of artists throughout Europe, with members offering around 16,000 performances per year. ETC fosters a socially engaged, inclusive notion of theatre that brings Europe's cultural, social and linguistic heritage to audiences and communities everywhere. It promotes European connections and collaborations, and this includes the mobility of European audiences.

**Visit another European Theatre with your subscription card**

For this reason, [name of your theatre]'s subscribers/members enjoy free or discounted performance tickets in all ETC Member Theatres. The member theatre closest to [your city] is [name of closest ETC Member Theatre to you]. Other theatres can be found in Albania, Austria, Belgium, Croatia, France, Georgia, Germany, Hungary, Israel, Italy, Luxembourg, Macedonia, Malta, the Netherlands, Norway, Portugal, Romania, Slovakia, Slovenia, Turkey, Ukraine and United Kingdom. A detailed list of all member theatres can be found on the ETC website [www.europeantheatre.eu](http://www.europeantheatre.eu).

### **How to get your free/discounted tickets**

To get a free or discounted ticket for a performance at another ETC Member Theatre, you can either ask our ticketing staff to book a ticket on your behalf at your chosen theatre or simply show your [name of your theatre] subscription card at the ETC theatre you visit and ask for the ETC Audience Exchange ticket offer.

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## **ETC Contact Information**

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For any questions, please contact the ETC Head Office on [convention@europeantheatre.eu](mailto:convention@europeantheatre.eu)

Or visit our website at [www.europeantheatre.eu](http://www.europeantheatre.eu)