Setting Up A Facebook Event For The Princess Theatre & Arts Centre

The Princess Theatre & Arts Centre marketing team kindly requests to ensure consistency for all our customers and users across our digital marketing platforms that the following rules and guidelines are strictly adhered to when setting up a Facebook event page for any performance which will take place at the venue.

Any disregard to these points, could delay our ability to help market your event and, in some extreme circumstances, may lead to us asking you to delete the event page.

1. **Event names –** Please try to keep all event names, short as possible, without excessive use of capitals. Where this is not possible, or it is imperative to a subtitle or tagline for an event please hyphen - to break up the text. For example, “Women Like Me – The Little Mix Show”.
2. **Multiple performances –** If the same event is taking place over multiple consecutive performances, it is kindly requested that only 1 Facebook event page is made to cover all performances. The start date for the event should be the date of the first performance and end date should be the date of the last. For listing a ticket link for this circumstance please use the example <https://www.theprincesstheatre.co.uk/?s=little+mix> replacing “Little Mix” with your show name using + with no space between words.
3. **Ticket links –** Unless previously agreed upon The Princess Theatre & Arts Centre web-site’s ticket link and box office phone number are to be presented as the main sources for purchasing tickets.
4. **Location –** Please ensure to use “Princess Theatre and Arts Centre” as the location when prompted to do so. The venue will come up in a drop-down menu when typed in. Obviously be careful to ensure you are selecting the correct venue.
5. **Co-Host –** The “Princess Theatre and Arts Centre” must be sent a co-host request for all events hosted at the venue. This is done under the event settings section on the Facebook event page creation process.
6. **Announcement -** It is imperative that all new show announcements are agreed upon with the venue. So please provide prior warning before setting up an event page. This will help ensure it does not clash with any other announcements the venue may have and help us get maximum exposure for your event.
7. **Event timings -** Please list event start time, not the door opening time as the event time. It is imperative that event descriptions list both doors opening time and event start time wherever possible and if different from one another.
8. **Description –** Please use the following example as a format as to how we wish the description section to be laid out.

“WOMAN LIKE ME

The Little Mix Show

+ special guests

Wannabe – The Spice Girls Show

Friday 27th August

The Princess Theatre & Arts Centre, Burnham – On – Sea

£16 Adult / £13 Child / £52 Family (1 Adult & 3 Children)

Doors open 6.30pm / Show start 7.30pm

All standing 10+ event

Book Tickets via

www.theprincesstheatre.ticketsolve.com/shows/1173603253

Box Office 01278 784464

Now playing its 4th successful year touring the UK and having played to over 50,000 people around the country, the Little Mix Show is back!

A highly energetic show that follows in the footsteps of the award-winning girl band, Little Mix. This iconic 5-star rated show has live vocals and is full of commercial pop-video choreography.

Suitable for kids, tweens, teens and adults alike, The Little Mix Show brings the full pop concert experience to The Princess.”

If you have any questions or issues with any of the above information, do not hesitate to contact our marketing team on [Marketing@theprincesstheatre.co.uk](mailto:Marketing@theprincesstheatre.co.uk) or via 01278 784464.