



BOX OFFICE BASICS

11 ESSENTIALS FOR A WORRY-FREE BOX OFFICE.

1. Signage for will call + ticket sales

Hang signs high above the table so shorties in the back don't have to stand on their toes just to see their places in line.

2. Will call

To get all of your attendees on a single list, enter all your comps and promotional tickets as box office transactions. Bring multiple copies of your will call as backup. Alphabetize the list and break it up into manageable segments (A-H in one line, I-P in another, Q-Z in the third).

3. Press/guest list

Print a copy of your press list/guest list to ensure that your VIPs do not have any issues at the door.

4. Barcodes for scanner app

If you will be using the Brown Paper Tickets' app, activate the barcodes ahead of time in box office tools. Test out the app ahead of time so you're ready to scan and comfortable with it.

5. Office supplies

You'll need pens and paper to take notes, rubber bands and envelopes to sort your money, masking tape for signs and posters. Keep Sharpies on hand so you can write on the tickets. Bring more than what you think you'll need so you don't run out.

6. Cash box

Carry enough cash to make change for people who pay with larger bills. Two hundred dollars in increments of mostly \$1s and \$5s is typically more than enough, but always round up. Put up a sign that asks for small bills—most will be happy to oblige.

7. Handstamps or wristbands (optional)

Don't forget handstamps or wristbands if you're using them to identify who has paid.

8. Hand sanitizer

When scanning tickets, making change and greeting guests, you'll touch hundreds of hands. We know you're tough, but keep those nasty germs at bay, so that you don't catch a cold before your next event.

9. Two-way radios

Bring walkie-talkies so that you can easily communicate with staff and security. Test the radios so you're positive they work.

10. Breath mints

Stinky bathrooms and floors in a dive bar are expected, welcome even. Stinky breath is not. Bring mints and gum for those up-close encounters. Always have enough to share when someone else's breath is kicking.

11. Emergency protocol + first aid kit

Have the venue's floor plan on hand along with your emergency protocol, evacuation plan and first aid kit.

24/7 HELP 

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