

Front of House (FOH)

VOLUNTEER TRAINING

- BOX OFFICE TEAM
 - WILL CALL TEAM
 - GREETERS
 - BARTENDERS
 - SCANNERS
 - AISLE USHERS
 - PROGRAM USHERS
 - HOSPITALITY TEAM
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- **Greeters / A Good First Impression is Vital!**
 - Greeters set the tone of a patron's night, after the valet. We consider the greeter the First Face of TFAC for the NOS. It is important to be friendly and welcoming to our patrons, as if it were your own home. You will probably run into many acquaintances, but it is vital to stay focused and not get into big conversations. Be cordial and polite, but keep it flowing.
 - There will be (3) greeters in place. One at the Will Call table, one at each entrance door.
 - Greeters: smile, open doors, ask patrons ticket information, assist disabled, answer questions, concerning refreshments, bathrooms, intermission time, pre-show reception. They also have umbrellas on hand, if weather turns, to aid patrons exiting their cars.
 - Greeters: one of the most important expectations of greeters is finding out if patrons have their tickets in hand, need to pick up tickets at will call, or need to purchase tickets. This makes the evening out much less stressful and much more enjoyable for our patrons.
 - Greeters do not leave their positions until the beginning of the concert, in case there are any latecomers.

 - **Will Call / No-Hassle Pick-Up**
 - Will Call table will be set up in front of two middle front doors.

- There will be (2) Will Call volunteers
 - Will callers will inform patrons what direction to go for their seats.
 - Purpose: to speed the process of picking up tickets, to prevent crowding in lobby, to provide box office less tasks, so BO can sell tickets faster, to prevent patron stress.
 - All tickets will be set in alphabetical order.
 - Will Callers need to be: friendly, helpful, patient, informed about the night, direct patrons who need to purchase to BO.
 - Will Callers need to stay in place, 10-15 minutes after the start of the concert
- **Box Office / Ease of Purchasing Tickets**
 - (2) BO positions needed
 - BO Mgr. processes credit cards/cash checks & prints tickets
 - BO assistant process cash/checks and CC. Will also be touchpoint for volunteer name badges, inform who is HM, let them know where to put belongings,
 - If needed, Line processor takes CC orders. Manager will print, as they move up in line.
 - BO personnel will inform patrons of which side of theater to enter, according to their seat assignments.
 - Important to know: theater seating layout
- **Bartenders / Speed of Purchasing Refreshments**
 - There will now be a iPad at the bar to process CC
 - The iPad will work as a register, keeping tabs of what is sold, as well as maintaining inventory
 - (1) order taker/ payment processor
 - Uses Square POS for all items
 - Accepts cash, checks and CC
 - (2) bartenders/ fills order (they do not take payment)
 - Bartenders need to: read over Bar Manual before beginning shift, and let House Manager (HM) or staff know if there is a problem with a customer, in relation to alcohol consumption.
 - Bartenders need to: keep supply of cash (it is acceptable to ask patrons if they have anything smaller, when paying with 20.00 bills and over), work with the HM to break larger bills and keep appropriate change before the show and before

intermission, and to prepare bar for intermission once concert begins, keep bar wiped and orderly, keep their chats with patrons short and courteous (others are waiting in line), move the line.

- Bartenders need to: wear aprons and name badges to identify themselves and protect their clothing.

- **Scanners – Why scan?**

- Scanning the tickets is one of the easiest and complex positions on the NOS. We do this to determine how many of the ticket buyers actually come to the concert. We also scan to see the names of who are coming, so that we can market to those groups. Another reason for scanning is precautionary. It helps eliminate ticket fraud, which can happen by passing used tickets to non-ticket buyers.
- Scanning tickets is easy and more accurate with Eventbrite. The box office manager will have the scanning phones charged and ready for use on the NOS. It's important to note that the correct event is in place, before scanning. If not, please let BO mgr. know this immediately. Just hold the camera of the phone over the QR code, that is on every ticket, whether printed at home or mobile, and there will be a GREEN go or a RED stop indicator.
- A problem can arise when the doors open and everyone tries to enter at the same time.
- The volunteer scanners will wait, in the lobby, 5-10 minutes after the event begins, in order to scan in latecomers.

- **Program Ushers – Continued Customer Service**

- Program ushers welcome our patrons into the theater, once the auditorium doors open, and after the patrons are scanned. They are the smiling faces that not only provide patrons with the concert programs, answer any questions about seating or the particulars about the event, but are also the connecting force between the aisle ushers and management.
- Program ushers need to be aware if any patron is in need of assistance, such as; emergency care, seating confusion,

disgruntled patrons. House manager and/or staff should be notified immediately.

- Program ushers should be aware of all exits, bathrooms, and staff on board, NOS house manager, length of show, intermission time, concession availability, and smoking areas.
- Program ushers sit close to the theater doors, so as to open them at intermission and close of show.
 - Balcony Ushers- watch the show from the balcony and sit close to the dimmer light. In order to turn it on, so patrons can walk down the steps safely.
 - They are also responsible for dimming the light before the show starts and resumes after intermission.

○ **Aisle Ushers – lasting impression**

- Aisle ushers are the final touchpoint for our patrons, before the show begins. It's important to be gracious, charming, patient, respectful and calm. The impression aisle ushers leave is a lasting one, so it is vital for it to be a good one! The patron is always right, and if they aren't please see the HM or box office manager.
- Aisle ushers help patrons find their assigned seats, alleviate confusion with seating, assist disabled, answer any questions about the venue and show, stay focused on any emergency situations. It is important to know: restroom locations, concession availability, emergency procedures, exits, length of show, intermission time, and smoking areas.
- AU carry low-light flashlights, wear name badge, have smart appearance, are friendly, but not chatty, maintain professional calm.
- If AU need assistance with a situation, they should let PU know, who will pass on the information to the house manager or staff person. AU should never leave their positions, until the start of the show. They will remain in lobby to assist latecomers to their seats.

- **Hospitality – Selfless Service**
 - **Artist hospitality-** setting up the dressing rooms with the artists' desired needs, per their contract. This includes: towels, water, soft drinks, alcohol, snacks, coffee, tea, etc. This is usually prepared before sound check and their afternoon rehearsal.
 - Hospitality works with volunteer coordinator to purchase and set dressing rooms and receptions.
 - **Reception hospitality-** Hospitality also assists with setting up pre-show receptions: preparing foods, plating foods, maintaining cleanliness and order throughout reception, cleaning up reception, cleaning kitchen.

- **Reception Bartenders – Personality Counts!**
 - Almost always takes place in the Mahler Room, with the portable bar.
 - When bartending for pre-show receptions, the bar will be basically set up beforehand, but the bartenders will need to make sure all necessities are in place. The portable bar will be set close enough to the kitchen for quick additions, but it will be necessary to have a cooler of beer and white wine, a cooler of sodas and water, large and small cups, bottle openers, napkins, stirrers, ice bucket.

- **Merchandisers – Sell, Sell, Sell**
 - Per artist directives, the volunteer merchandiser will sell artist merchandise during intermission and post-performance, in the lobby.

Volunteers need to know:

- Personal belongings will be placed in front desk bottom drawer
- Where to get name tags?
- Who is the house manager?
- HM will give quick pre-show talk

Call-Time for Main Stage shows

6:00pm

- Front desk/ box office

6:30pm

- Will Call
- Greeters
- Bartenders/ Order-taker
- Hospitality

7:00pm

- All ushers

***Volunteers cannot drink alcohol during work shifts, per A.L.E. law, but may purchase drinks and snacks after intermission at half price. All shifts are completed after intermission.**

Volunteer Cheat Card ~ where, when, how and what

Please ask your volunteer coordinator or house manager for this quick-reference information.

- Restrooms
- Performance length
- Intermission
- Exits
- Smoking areas
- Concessions (what's available)
- Ticket pick up
- Ticket purchases
- Comp valet service
- When doors open
- Seating chart
- Ticket types – print at home, mobile and box office tickets – all QR codes pass through

