

Square Room Street Team Manual

What is the Street Team?

A street team is a collection of dedicated, music loving fans that volunteer their time and energy to grassroots or viral marketing. Street Teams are important because peer-to-peer influence and word-of-mouth is very powerful, usually more so than traditional advertising. Think about your favorite restaurant, band, bar, club, etc. Chances are that you discovered it from a friend or from someone who had good things to say about it. The same viral effect happens with music and events and it is the street team who is out there serving as the catalyst.

What responsibilities do Square Room street teamers have?

Street teamer's ultimate responsibility is to spread the word about upcoming events at the Square Room. They create awareness and excitement about shows at the venue. Ideally, street teamers create a domino effect. They share the news with someone who then shares with another who shares with another and so on and so forth.

Going further, street teamers develop innovative, unique and creative ways to promote events. Thinking outside the box and creativity are highly encouraged, as the more unique the promotion, the more it will stand out to the consumer.

That being said, street teamers are responsible for representing the Square Room as best as possible. Often times, street teamers are the face of the Square Room to its customers and therefore should conduct themselves professionally while still having fun developing relationships with fans.

Street teamers are responsible for completing their task. Everything is based on a volunteer basis so you'll only do what you sign up to do. All we ask is that you have reliable follow through on any assignment you take on. It is very important that we are able to depend on you as a Square Room Street Teamer. If for any reason you cannot complete your assigned project, you will need to contact Lisa within 48 hours of the event. This way, a replacement can be scheduled. If you do not notify Lisa of this change, you are responsible for finding another street teamer to take your place, or you will be docked 10 points. If this happens 3 times, the street teamer will be dismissed from the team. This is strictly an effort to ensure consistency and fairness to all members of the Square Room Street Team.

What projects do Street Teamers participate?

Postering: This is by far, the MOST important task. Postering is an amazing way to spread the word about upcoming shows. Seeing posters in many places serves as a reminder to people about upcoming shows. Postering is going to various restaurants, bars, bookstores, etc. and asking to display a poster in their window or on their community board. Postering outdoors should be done with caution. Do not put posters on trees or other plants, cars or light poles. Poster as minimally and tastefully as possible while still maintaining effectiveness. A list will be provided for you, however, adding businesses is always encouraged.

How to poster:

- Always ask permission before putting up a poster
- When you ask permission in buildings, suggest a place to put the poster. The front window or door is always best.
- Go to every business. Try not to assume they will say 'no'.
- If a shop/property owner says no, please respect their decision and thank them for their time.
- Always have supplies with you: Scotch tape, push pins, etc.
- Do not cover other people's posters

Handbilling: Street teamers often attend community events to pass out handbills with upcoming show information.

Working a show: This task can have multiple aspects to it. Mostly, you are on site at a show to assist our staff in any way necessary. Most of the time this includes standing in the back of the room to make sure everyone coming through the back door has a wristband and then handbilling as the crowd leaves the show. You will get to see 98% of the show...for free!

Online Marketing: This assignment can include many things. Mostly, you'll be asked to post on message boards, Facebook, MySpace, Twitter, etc. about upcoming shows. If you have any graphic design skills, we would love for you to create 'mini posters' to be posted on people's pages.

Other projects: Whatever idea strikes us! This can include painting the rock on UT campus, passing out stickers, free cds, etc.

How do I earn and redeem points?

Project	Points
Postering	7
Handbilling Community Event	4
Working a show	4
Online messaging	1 per message
Refer a friend	1

Reward	Points
2 Concert Tickets	20 points
2 Meet and Greet Passes	30
Autographed Merchandise	12
1 Concert Ticket	12

*Rewards subject to availability