Group Leader Tips

Think Ahead!

This is the most important thing when planning your group outing to Hartford Stage. It’s best to start planning as early as possible so you have more than enough time to decide upon a show, contact your invitees, arrange for transportation and/or meals, and collect payment.

Keep in Touch!

Be sure to stay in touch periodically with our Group Sales Coordinator. There may be unexpected changes to the show schedule or your original plans may have changed, as well. A quick phone call or email will help keep everyone on the same page and assist in avoiding any pitfalls later on. Keep our Group Sales Coordinator’s phone number and email address with all your important group paperwork.

Spread the Word!

After you’ve selected which show to attend, prepare a special invitation to send to members of your group. It’s best to notify people in writing – create a fun flyer to mail or an email announcement. Putting an invitation in writing will keep your event fresh in people’s minds – they may even want to invite someone to come along! Important things to include in your announcement:

- Name of show
- Date, day of the week, and time of the performance
- Accessibility Needs (wheelchair, walker, low vision or hearing)
- Total cost – including ticket, transportation, meal (if applicable)
- Deadline date for payment (where and how to send it)
- Group leader’s phone number and email address for questions or additional information

If you need help creating an email invitation, simply contact our Group Sales Coordinator, who will arrange to have something special created just for your group!
Create a Deadline

You should create a firm deadline for your attendees. Try and make every effort to get your group members to pay on time. For groups of 10-29, total payment is due at the time of reservation. For groups of 29-50+, your group may place a deposit to hold the reserved tickets. You will receive an invoice stating the total balance, the deposit amount required (50%) at time of reservation, and payment due dates. Therefore, it’s important that members of group adhere to your payment deadline. Final payment must be received by the due date on the invoice sent by our Group Sales Coordinator or the seats will be released for general sale. Any member of your group requesting a ticket after the final deadline for payment may lose the opportunity to sit with the group and may not be eligible for the same discount. If circumstances arise where an extension of time is required, please contact our Group Sales Coordinator immediately for possible options.

Payment to Hartford Stage

Payment should be made with one check, one credit card, or cash (paid directly at the Box Office – please do not mail cash). Either you or your group’s treasurer can make arrangements to accept individual payments from attendees. Hartford Stage accepts all major credit cards, cash, and personal/business checks. Deposit checks should be sent directly to our Group Sales Coordinator. If making a deposit on a group sale with a credit card, please call the Box Office directly.

Ticket Distribution

At the time of your reservation, please let our Group Sales Coordinator whether you wish to have the tickets mailed to you or held at the Box Office. Tickets cannot be mailed until final payment is made on your group reservation. Please keep in mind that processing for mailed tickets is between seven to ten days. You may wish to create your own seating list and make notations (special seating requirements, people who want to be seated together, etc). Be armed with a list if all the tickets are being held for you directly at the Box Office.

Did You Forget Anything?

Have you remembered everything that you needed to do? Has everyone paid you? Do you have all your tickets? Don’t hesitate to contact our Group Sales Coordinator if you have any questions – we’re here to make sure your event runs as smoothly as possible.

Finally…

Enjoy the show! You’ve done a lot of hard work organizing your event – so sit back and relax!
Inviting Your Group

- Have you offered group tickets to everyone you wanted to invite?
- Did you include the day, date, and time of the performance on your invitation?
- Do you need a special email invitation created for your group event? Please contact our Group Sales Coordinator.
- Did you include a firm deadline for RSVPs on your invitation?
- Did you include your contact information on your invitation?
- Does anyone in your group require any special accessibility needs? Please let our Group Sales Coordinator know immediately.

Collecting Payments

- Do you have a firm deadline for collecting payments from your group members?
- Does your group know that individual payments are to be cash or check only? Individual group payment checks should not be made payable to Hartford Stage.
- Do you have a person in charge of collecting all payments (yourself, group treasurer)?

Making a Payment to Hartford Stage

- How close is your deposit (if pertinent) or total payment due date?
- Do you have enough cash on hand to make the required deposit (if pertinent) or the full amount due?
- Does the amount on your invoice match your records? What about the remaining balance due? (if pertinent)
- Do you need to reduce or add more tickets to your group? Make sure to contact our Group Sales Coordinator immediately.
- Have you received final payment from everyone in your group by the assigned deadline?
Are you aware of the Hartford Stage group ticket policies? Click [here](#) to read.

**Trip Arrangements**

- Do you know how people are getting to the theatre? Have you arranged for a bus? Please contact our Group Sales Coordinator for parking and bus drop-off information.
- Have you made dinner reservations (if necessary)? Please contact our Group Sales Coordinator for local restaurant recommendations.
- Do you know what time the Box Office and lobby of the theatre opens so that you can avoid any unnecessary wait times?
- Do you know the exact running time of the performance your group is coming to see?

**Tickets**

- If you had your group tickets mailed to you directly, were all of the tickets sent? Were they correct? If there is a problem with the tickets received, or you did not receive them through the mail as requested, contact our Group Sales Coordinator as soon as possible.
- Are you planning on assigning seats for members of your group and distributing tickets to them in advance? If you are, it may be helpful to record all seating locations and mark exactly who is getting which tickets and who they will be seated with.
- Are you going to hold all the tickets yourself or pick them up at Will Call the day of the performance? If so, if is best to have a plan on when and how to assign seating (feel free to print this [numbered seating chart](#) to assist you.)
- Enjoy the show!