

Dear Presenter:

Thank you for presenting The American Boychoir recently.

We continually strive to offer audiences and presenters the outstanding professional quality of a world-class choir. To that end, we want to make sure planning and execution of each event is made as easy as possible for you and your organization. Your answers to the enclosed questionnaire will help us a great deal in achieving that goal. Your honest responses will help us understand what we did well, what we can improve upon, and what additional services we can provide you and our future presenters.

The reputation of The American Boychoir depends greatly on friends like you. If you had a positive experience with us, please share your feelings with your friends. Your support will help ensure that The American Boychoir continues to perform choral music at the highest level to audiences throughout the United States.

Thank you again for your cooperation and support of The American Boychoir. Please do not hesitate to call me (609) 924-5858 ext. 28, or e-mail ccole@americanboychoir.org if you have any questions or comments.

Sincerely,

C. Carroll Cole
Director of Concert Management

Enclosures

★
AMERICAN
★
BOYCHOIR

PRESENTER QUESTIONNAIRE

Sponsoring Organization _____

Contact Name and Phone _____

Date and Place of Concert _____

Ticket Prices _____

Corporate/Foundation/Local Business Sponsor (if any) _____

1. Please estimate attendance _____ What is the seating capacity of your venue? _____

Was the audience larger or smaller than you anticipated? _____ How would you explain the difference? _____

2. Was The American Boychoir on your concert series? _____ (If so, please send a copy of your brochure with this response.) If you offer a multiple series, which one? _____

3. How did you publicize the concert (Check all that apply) _____ Radio ads _____ Print Ads
_____ Television Ads _____ Posters _____ Flyers _____ Direct Mail _____ Press Releases
_____ Radio interviews _____ Television interviews _____ Print Interviews _____ Web Site
_____ Brochure _____ Postcard/Letter _____ E-mail _____ Other (please list on reverse)

4. Was the concert broadcast on either radio or television? _____ If so, which station? _____

5. Was the concert reviewed? _____ (Please send us any press clippings about the Boychoir such as advance features, ads or reviews, brochures and promotional items.)

6. How helpful were the promotional materials and PR support provided by the Boychoir? _____

7. What else could the Boychoir do to help presenters market more effectively? _____

8. How would you describe the response of your audience to the choir? _____

9. Did you receive any comments from audience members (or do you have any comments) on the overall repertoire and programming? _____

10. If you provided housing, were you and the hosts satisfied with the arrangements and the results?

11. Please rate the following items on a scale of 1 to 5:

	<u>Outstanding</u>	<u>Above Average</u>	<u>Satisfactory</u>	<u>Below Average</u>	<u>Unsatisfactory</u>
Attendance	1	2	3	4	5
Booking Arrangements	1	2	3	4	5
Critical Response	1	2	3	4	5
Publicity Materials	1	2	3	4	5
Audience Response	1	2	3	4	5
Program/Repertoire	1	2	3	4	5
Housing Arrangements	1	2	3	4	5

Please use the space below and on the other side of this survey to make any additional comments about your experience with The American Boychoir and return the completed form (along with reviews, etc.) to:

C. Carroll Cole, Director of Concert Management
The American Boychoir
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Princeton, NJ 08540
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Fax: 609-924-5812
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