

MMF 2021 is just 8 weeks away – and all shows are NOW ON SALE!

The ten day pre-sale campaign we were promoting extensively on Social Media has now ended, and I'd like to thank the five MMF Producers who shared the Audience Republic link on their Facebook pages. I hope it resulted in some ticket sales for you; the MMF Stage Gala Show has now sold 70 of its 200 tickets.

The MMF Website is now complete with new menus and ALL SHOWS listed and on sale. We also have a section of '[Video Previews](#)'. If you would like to add anything to your listing, or notice any errors anywhere on the site, please email Tim Ellis.

IT'S TIME TO PROMOTE YOUR SHOW AND SELL TICKETS!

FACEBOOK EVENT

REMINDER: Have you created your **Facebook Event** yet? When you invite the MMF as a co-host, your event appears in our list of upcoming shows. **PRO-TIP:** If you post a link to your Facebook event, Facebook will show it to more people on your newsfeed than it will if you post an external link.

FREE LISTINGS

REMINDER: Have you listed your show on all the **Free Listing** sites we provided? I'm attaching the file again for those who missed it the first time. We've spent a lot of time going online and tracking these down for you – each time you add your show it means more ticket sales!

PRESS RELEASES

REMINDER: Have you sent out any **press releases** yet? It's time! Refer to Sunday Serve #6 here if you need tips: <https://melbournemagicfestival.com/producers-pages/>

FACEBOOK FRAME

If you wish to show support of the MMF, you can add this frame to your Facebook Profile Pic www.facebook.com/profilepicframes/?selected_overlay_id=165074735510728

EMAIL SIGNATURE

Add a link to your MMF Show page in your email signature.

FLYERS

Hand out flyers at EVERY show you do – maybe with a discount code to encourage bookings. If you like, use a professional distribution service like Plakkit or Mr Moto.

<https://melbournemagicfestival.com/producers-pages/>

PRINTED PROGRAM

We have 5,000 programs on their way to cafes all over Melbourne via Plakkit. If you'd like to help out by distributing some yourself, please email me so we can make it happen.

This week we are looking at

MAGIC CENTRAL

This year we have a great new space for magicians (and the public) to hang out in before and after shows. It's warm, has lots of tables and chairs, and we hope it will be buzzing with excitement and energy throughout the Festival. You can even hang out in that odd time between the last daytime session and the first evening session.

There are heaps of restaurants within minutes of the Arrow Hub as well and you are welcome to bring your takeaway food in to eat in Magic Central.

<https://melbournemagicfestival.com/about-the-arrow-hub/>

Treat Magic Central like your home away from home!

SESSIONING TABLE

We will have the poker table set up in Magic Central for jam sessions from 10am to 10pm so please take advantage of this even if you are not performing at the Hub. (No food or drink at the table though, let's keep it nice 😊)

MERCHANDISE TABLE

If you have merch to sell after your show and would like to use it (we have heard from Tricky Nick and The Greatest Magic Show so far), we will have a merchandise table available in Magic Central. Please let me know at Tim@MelbourneMagicFestival.com

HOLLYWOOD WALL

We will have a big red banner of MMF logos set up in Magic Central, with a selection of crazy hats and props available for people to take pictures in front of. We will be encouraging people to take selfies and also encourage you to use it to pose with your fans. **Use the hashtag #MelbMagicFest**

MAGIC UNIVERSE

Our good friends at Magic Universe will be located in Magic Central once again and we encourage you to support them as much as possible. They will be doing demos of tricks and who knows what future magic superstars will emerge after buying something at this year's MMF.

CASH BAR

Each evening we will have a cash bar set up by Melbourne Mobile Bars. Please buy lots of drinks and encourage others to do the same! (Drinks menu attached)

RANDOM ACTS OF MAGIC

At any time between 10am and 10pm, Arrow Hub performers are welcome to perform Random Acts of Magic to keep the guests entertained (and to plug their shows!) If you are

not a Hub performer but would like to do a spot, please touch base with Carla or Tim Ellis first as Hub performers come first.

POSTERS

We have specific areas where we will be able to display your posters. To ensure that everyone has the same visibility, we request that you provide us with just one A2 size poster per show and we will display them. (Officeworks prints A2 for \$15)

We will also have tables where we can display your flyers. Please drop your poster/flyers off during bump-in between 9am and 1pm on Monday July 5. (If that is absolutely not possible, email Carla and arrange to get it to her before the Festival).

VIDEO PROJECTION

I hope to have a video projector in Magic Central screening promo clips of Hub performers shows. Please send me your video clips & poster images **before June 20**.

IMPORTANT REMINDERS!

AWARDS

REMINDER: If you'd like to be in the running for the Best Children's Show Award, you need to email me. I am extending this deadline by ONE WEEK **until May 8**.

PRODUCER PASSES

REMINDER: If you have not yet applied for your Producer Pass, you have **until May 30** to send me the name and headshot photo for each pass you require.

HUB VENUE TICKETING

REMINDER: Please sign and return the **attached** Ticketing Form. This allows MMF access to your sales reports so we can monitor which shows need an extra PR push and when. Please download the TRYBOOKING SCANNER APP from the Android or Apple Store onto the phone you will have with you during MMF.

We are purchasing four phones to use as scanners **and you will need to have your Trybooking login name and password handy to input into the MMF phone in order to let guests into your show.**

More info here: https://learn.trybooking.com/hc/en-us/articles/360002882433-Mobile-scanning-app#Setting_up

FREE LISTINGS

REMINDER: Download the document Lachlan Wilde prepared and add your shows to all the Free Listing Website he found for you. He saved your literally days of work and every site you upload to is free but could result in dozens of ticket sales.

ADVERTISING ON THE MMF WEBSITE

If you are interested in placing an ad on the MMF Website, please email me ASAP to secure one of the limited spaces listed below.

Your ad can either appear:

- On the front page next to the slider bar at the top.
- Or on every page in the footer, in the spot currently occupied by The Laneway Theatre Ad.

The size we need is 275px x 275px.

Pricing is as follows:

- **Now til May 16 - \$50**
- **May 17 – June 13 - \$50**
- **June 14-27 - \$50**
- **June 28-July 4 - \$50**
- **July 5-10 - \$50**

VOLUNTEERS

REMINDER: We still need LOTS of volunteers to act as USHERS and GREETERS from July 5-10. Even if you know someone who can just do one session, it will help us out tremendously. Plus, we have a lot of perks this year! Please send this link to anyone you think might be interested.

<https://melbournemagicfestival.com/volunteer/>

FACEBOOK PAGE

Keep an eye on the [MMF PRODUCERS FACEBOOK PAGE](#) for lots of updates and feel free to use it to ask (and answer) any questions.

Please let us know if this SUNDAY SERVE has been useful for you. Please...

UPCOMING SUNDAY SERVES:

- MAY 9th **Friday Frenzy**
- MAY 16th **Arrival on site**