

POETRY CLUB PROMOTER GUIDE

Thank you for choosing the Poetry Club for your event and welcome to our promoter guide for the venue! This document will serve as a useful overview and handy one-sheet to help you make your event as successful and stress-free as possible.

Whether you're an aspiring promoter looking to build a new event or established and just looking for the specifics on the Poetry Club, this guide will lay out the essential information.

WHAT IS THE POETRY CLUB?

Co-founded between SWG3 and acclaimed artist Jim Lambie, this intimate space was opened in 2012, bringing a disused railway arch to life with a vision to become a cultural hub for creatives in Glasgow and beyond.

As well as serving as a haven for intimate gigs, film screenings, community focused events and private parties, the space also offers a truly unique club experience.

Having played host to a rich and diverse variety of club concepts, The Poetry Club strives to celebrate forward-thinking and progressive grassroots scenes within Glasgow, while also playing host to a plethora of global stars across electronic music and the arts.

As a venue, we welcome and encourage promoters of all backgrounds and disciplines to create their dream event, with a little help from us!





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WHY WE CREATED THIS GUIDE

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The grassroots music scene has never been more in need of encouragement and protection, particularly in the current climate. With rising costs across the board, paired with the ongoing cost of living crisis, we want to work alongside promoters to protect a thriving scene that is integral to Glasgow's soul.

With the number of new promoters in decline, we want to work with you to support and mentor you to create events that are successful and memorable, encouraging you to continue to build your events and your brand to reach their maximum potential.



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This guide aims to remove some of the mystery surrounding events and lay out best practices to ensure all promoters get the most out of our space, in order to set them up for future success.

At SWG3 and The Poetry Club, we want to work with promoters to build their events into successful brands, with opportunities to rise through our different venue spaces – our dream is to see new promoters grow from sweaty nights in the Poetry Club all the way to the Galvanizers and beyond!

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PRICE: £180 (INCLUDING VAT)

STANDARD EVENT TIMES: 11PM-3AM

Load in time: 10pm (this is the time you can get into the space to set up with any extras you may have and get a feel for the room)

WHAT'S INCLUDED?

When you hire The Poetry Club, this includes DJ Decks, PA system (soundsystem), lights (a tech will help set these up for you to your preferences), security & bar staff.

WHAT KIT DO WE SUPPLY?

- 1 x Pioneer DJM900 Nexus Mixer or Allen & Heath
- Xone92 Mixer
- 2 x Pioneer CDJ2000 Nexus CDJs
- 2 x Technics 1210 MkII Turntables
- 2 x Ortofon DJ Catridges
- 1 x Netgear GS105 LAN Hub

WHAT ELSE CAN WE PROVIDE?

Box Office: While we can provide a member of staff to scan tickets/run cash desk services for £60, we would recommend you bring a friend or member of your team to do this. The “door person” is generally the customer’s first point of contact and should represent your brand, so having a member of your team as the friendly face is a good idea – they can welcome guests and be on hand to answer any questions about the event.

CREATING YOUR EVENT

EVENT CONCEPT

Before anything else, you should have an idea of your event ethos, style and themes. You may have a rough idea of your target audience and a good idea of the general 'vibe' of your event. Remember, this can be as simple as simply throwing a fun party for a group of friends and likeminded individuals – these are often the bones of the most successful nights!

LINEUP

After building your event concept, you can begin thinking about a lineup for your event. This can be as simple as a running order of likeminded DJs or performers within your existing network, or could be a larger booking accompanied by local support.

When booking local talent, a friendly message through social media is often the best way to get in contact; approach with an overview of your event (date, venue etc), any other artists performing and an offer of fee before moving forward to provide full clarity before they commit.

For larger artists that you may not have an immediate connection to, it's important to follow proper booking steps;

Firstly, find out if they have an agent (many artists will have this in their Instagram biography). From here you can reach out expressing interest and providing a bit of background about yourself and your event before enquiring about availability on your chosen date.

Note: by opting for a more local, grassroots lineup you will be able to be more flexible with event dates when confirming a date, as larger artists will generally have less available dates, making it more difficult to secure a date for your event.





GETTING IN TOUCH AND CONFIRMING A DATE

Get in touch with a member of our programming team – alasdair@swg3.tv, or chae@swg3.tv and provide all the details of your event you have up to that point. From there, we can check our calendar and get back to you with available dates – we generally offer club slots in The Poetry Club on **Fridays & Saturdays** only, so keep that in mind when planning your event. It's useful to have a rough idea of a month (or span of months) before approaching with date enquiries as this helps us find you a date that suits quicker.

PENCILS AND CHALLENGES

When you've checked a date for availability, you'll be able to hold this date as a pencil. If the date is available and you choose to pencil, you'll hold 1st pencil (1p). Other promoters can still hold this date, however they would be moved behind you in the hold status – second pencil (2p), third pencil (3p) and so forth. However, if a promoter is ready to confirm a date they may challenge that date, in which the 1st pencil holder has 24 hours to confirm or release their hold. If the challenge is successful, the challenger will hold that date and be confirmed.

CONFIRMING A DATE

After confirming a date, we'll ask you to fill out some information and send it over for us to add to our website and calendar. This information is listed in the below format:

Promoter title:	Age Restriction: 18+
Event name/headline act:	Ticket names & prices:
Genre:	Announcement date & time:
Support act info:	On sale date & time:
Date:	Ticket link:
Doors:	Artwork:
Curfew:	Promoter contact number:

TICKETING

There are several commonly used methods of ticketing used by promoters. For clubs and electronic music events, Resident Advisor (RA) is one of the best and most widely used platforms for selling tickets and promoting events. Other commonly used platforms include Skiddle, DICE and Tticketmaster*.

Skiddle features:

- Club focused platform with strong brand awareness amongst fans.
- Fans can choose to follow artists and receive notifications when new events are added.
- **Remind Me** – once an event has announced, fans can sign up to be reminded once the event goes on sale. An email is sent at 8pm the night before and 1 hour before the on-sale. This helps drive strong on-sales.
- **Waiting List** – if an event sells out a waiting list can be set up. If more tickets are added, it will automatically email customers in the waiting list. These customers can also be sent marketing for future dates.
- **Resale** – generate more income by enabling ticket resale for popular events. Promoters can set a higher Resale ticket price.
- **Advance Payment** – help manage cashflow by enabling early remit and receive ticket income before the event takes place. Other platforms usually pay out ticket income post-event.

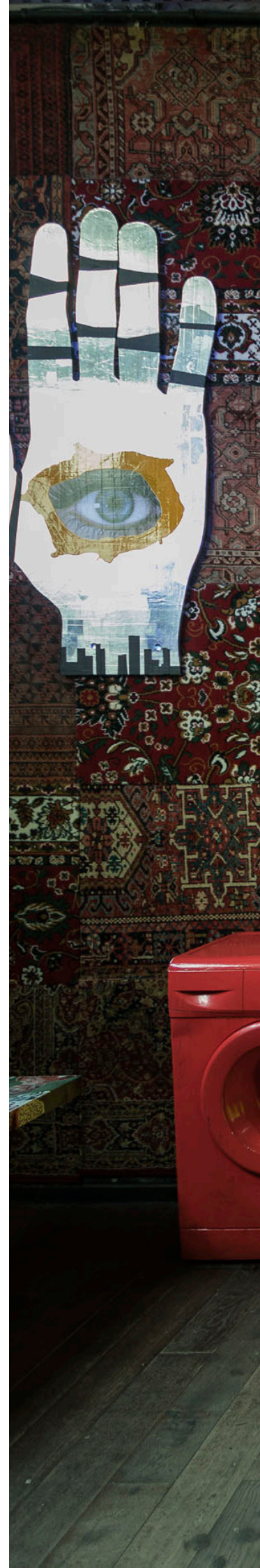
An additional benefit to using RA is their listings section. With the ability to list your event and gain ‘interested’ clicks from prospective attendees, your event can gain visibility rapidly by being seen alongside the number of people interested, creating an organic hype around the event. This mechanism can catch the eye of potential customers who often use the listings column to see what’s on in Glasgow.

When setting up tickets, it’s useful to have a budget handy – we’ve attached a handy budget sheet template to use.



THINGS TO CONSIDER WHEN SETTING A TICKET PRICE

- Your overall outgoings – venue hire, artist fees, production etc
- Research similar events (RA is useful for this) and establish whether your prices are competitive and aligned
- Are your prices accessible to everyone?
- Booking fees on top of pricing
- Tiered prices or hard ticket – it can be handy to create a buzz by selling a handful of ‘cheap’ tickets as “early birds” or “first release” to help boost sales from the get-go and create a solid base of attendees





SPONTANEOUS

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MARKETING & PROMOTION

BRANDING

Event name: Create a name for your event – this could be a series (PROMOTER NAME 001 for example), or the name of your headline DJ & support (PROMOTER NAME: DJ *** & DJ ***).

ARTWORK

It's a good idea to spend some time thinking about the general aesthetic or 'vibe' of your brand. Check out some similar events and draw inspiration from their art style and common themes. From here you can get in touch with a graphic designer to help bring your idea to life – it's always good to support local artists when selecting a designer as you'll be supporting another important aspect of your local scene, and can work closely on future projects to increase awareness both your brands!

DIGITAL PROMOTION

When having artwork made for your event, ask your designer to provide several crop formats of the poster – standard poster, Instagram post and Instagram story formats are all different sizes and all equally important when promoting your event.

Speak to your artists – they can help massively with gaining event traction. If they're open to it, utilise collab posts on Instagram when announcing to harness both you and the artists shared reach – not to mention it's an easy way to get directly onto the artists fans' feed.

It's also a good idea to obtain some footage of previous events that either you've ran or your artists have played at – this gives prospective customers a good idea of what to expect from your event.

TikTok has also grown to become one of the main channels for promoters to build a bit of buzz around events. Don't be afraid to create some engaging and 'outside the box' content as this can perform far better than a standard post simply announcing an event. TikTok is also useful for posting videos of events and artists, these can often reach audiences farther afield and create a wider pool of potential customers.

MARKETING & PROMOTION

PHYSICAL PROMOTION

While digital promotion is a necessity, it's important to take physical promotion into consideration. Printing off a batch of posters and hitting the streets to run a classic campaign is still a key method of gaining people's attention, particular for local grassroots scenes. Some things to consider when doing this:

- If you're putting posters up within pubs and bars, ask permission from staff
- Have a think about where your potential customers will frequent – it's handy to create a 'hit list' of bars, cafes and spaces where you'll be likely to attract the most attention from relevant people
- Add a QR code to your physical poster with a link to your online ticket platform – this helps drive traffic from the physical poster and create a direct sale.
- QR codes are also useful as it allows you to track 'scans' from the code that you can use to assess how well your posters are performing
- Flyering can be useful but be mindful of creating a mess and targeting the right spaces – ask in bars, cafes and record shops if you can leave a stack within public view for people to pick up

PROMOTION FROM OUR SIDE

We want your event to reach its maximum potential, and we'll aim to help you in any way we can!

With dedicated Poetry Club & SWG3 Club Instagram accounts, we can reshare any content you post, in order to help your event reach the widest audience possible.

We'll also include your event in our E-flyer through the 'what's on this week' section. This E-Flyer goes out to an audience of 130k people.

We'll also have your event listed on our website under our 'What's On' section.

MARKETING & PROMOTION

PROMOTION TIMELINE

For an event with a booked artist, we'd recommend having your event announced and on-sale at least **8 weeks** before the date. With more local-focussed events, between **6-4 weeks** still allows enough time to announce and generate a buzz.

During the following weeks, consistent digital promotion is necessary to keep your event in audiences feeds and minds – 1 or 2 posts a week across socials can be massively beneficial.

Ramp up your posts as the event gets closer – look at doing 'artist spotlight' posts – this creates a nice connection between the artists and the audience and lets them know more about what to expect on the night.

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ON THE NIGHT



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If your event starts at 11pm, arrive promptly at 10pm to check in with the Duty Manager and provide a bit of information about the night – they'll ask you about your event and support your event in any way they can.

Check in with your artists ahead of the night, keep in regular contact and establish their rough arrival times in case of any delays that could affect the smooth running of the night

It's useful to have a dedicated member of the team remain responsible for artists and the smooth running of the night – take it easy and avoid being intoxicated.

Liaise with techs about any queries you have – they'll have received your tech rider (DJ decks etc.) in advance but you'll have a chance to flag anything before doors.



If you've brought someone to man the cash desk, have them arrive at least 30 minutes before doors in case of any issues so you have time to resolve without adding stress to the night – no one wants to delay opening doors!

The Poetry Club has a strict **3am curfew**.

Remember to communicate this with your acts ahead of time to avoid confusion.

CRIB SHEET

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- Pen & paper to tally sales
- Card Reader for card and contactless sales (Square & sumup are both good choices)
- Fully charged phone (and charger) for your door person – they'll need it for scanning tickets and keeping track of guestlist
- DJ Rider

POST-EVENT

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After your event, it's useful for both parties to check in and give a small debrief about how your event went! We want to hear about your success and how we can support or help further, as well as work with you on any future events in the venue.

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THE POETRY CLUB

THANKS!

POETRY CLUB
100 EASTVALE PLACE, G3 8QG
2026

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