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Encouraging Contact

By Martin Day

The small time promoter has to work hard and on a shoestring to get an audience of a few hundred people to fill a venue. Flyers, word-of-mouth and media name checks are some of the tools promoters use to fill small venues or club nights. Building a loyal following from grassroots is no easy task. Considering the amount of effort that can be required to fill even the smallest of venues it is surprising that very few promoters capitalise on their efforts and use the actual event to maximise the opportunity to encourage further audience contact.

With a little thought and small outlay online surveys can be used to provide the promoter with valuable feedback and the opportunity to engage in further contact with the audience. Using an online survey website such as

<http://www.surveymalaxy.com>

a promoter can now quickly and easily create an online survey.

With an online survey a promoter can find out exactly:–

- who attended;
- what persuaded them;
- what they thought of the event;
- would they expect to attend again;
- would they recommend future events to their friends.

Encouraging Contact

A good way to ensure a good response is to have a supply of business sized cards that are marked clearly with a slogan like "Feedback", "Your opinion counts", "Tell us what you thought". Each card would have a web address pointing either directly to the survey or to a website where a link to the survey can be placed. The cards can be issued at the door with the tickets, or handed out among the audience and being the size of business cards they are small enough to be stuck in a pocket, purse or wallet. It may not even be necessary but a small incentive wouldn't harm the response rate perhaps the chance to win a free guest pass for a future event, a signed CD or T shirt.

Using the results from online surveys the promoter is able to:

- Obtain a profile of the audience
- Gauge the overall success of the event
- Measure the effectiveness of different promotion
- Receive feedback on the venue and facilities
- Receive feedback on the act

- Promote on a one on one basis
- Build a targeted database for future events
- Build a loyal audience
- Link to merchandise and other promotions

Considering the effort that it takes to promote an event and the little extra effort required in using online surveys to encourage further contact and all the immediate and long term benefits that will bring - could it be any easier?

The following example shows the feedback that could be used for a breaking band. It not only gathers valuable feedback, but continues to promote the band, their CD and gives the opportunity to encourage further contact.

To" target="_blank">http://www.surveygalaaxy.com/surPublishes.asp?survey_id=1533

To

view the summary results of the survey:–

" target="_blank">http://www.surveygalaaxy.com/surPublishResults.asp?survey_id=1533

Martin Day is a Director of Survey Galaxy a web site that allows anyone to create, design and publish

online surveys. For more information please visit

www.surveygalaxy.com

Contact Lenses: See The World Through Different Lenses

By Barney Garcia

Contact lenses are for those who wouldn't dream of spoiling their looks with glasses and who still need a seeing aide. Contact lenses are a very inexpensive option prescribed by most opticians for their clients. Although almost anyone can wear a contact lens, there are a few individuals whose eyes cannot adjust to contact lenses. It is recommended that a good eye doctor be consulted before you begin using contact lenses on your eyes.

Contact Lenses - To Wear Or Not To Wear Contact lenses may have shown us the way out of the good "old" glasses, but it is highly recommended that contact lenses be used only after consulting an eye specialist or optician. Wearing contact lenses at all times may cause harm to your eye. Also it is important to know the right way to wear your contact lenses. Continuous wear is not advisable and there are ongoing debates about whether one can wear contact lenses to sleep. Still, contact lenses are quite the rage among office workers as well as those from the fashion world such as models and stars.

Colored Contact Lenses Some of us have been endowed with uniquely colored eyes, while for some; colored eyes can enhance the attractiveness and charm of an individual. Colored contact lenses are available for those who would like the world to show a different side to them whenever they choose. Hazel, brown, blue, grey, green and even hard-to-find colors like purple or yellow is not unlikely colors for contact lenses worn by people in today's modern and fashionable world. Many contact lens manufacturers also make colored contact lenses to cater to this rapidly growing clientele of contact lens users.

Disposable Contact Lenses Many manufacturers of contact lenses have come up with disposable contact lenses. These lenses can be thrown away after use and do not carry the risks of infection or other side effects of normal contact lenses. Disposable contact lenses may be an expensive option, but they have been in great demand for quite some time among those who are constantly traveling or are exposed to various hazardous substances. It is easier for them to throw away used contact lenses than to face infections or other eye-related problems because of unclean contact lenses.

Barney Garcia writes about contact lenses. Visit

<http://www.thebest-contact-lenses.info>

<http://www.thebest-contact-lenses.info/contact-lense.html>

and

<http://www.thebest-contact-lenses.info/contact-lense-cleaner-systems.html>



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