Getting Started.

Pick how you want to incorporate
SET.Live into your show.

Pre-Show Video

Pre-Show Audio

Onstage Shout-Out

Emcee or DJ Shout Out

Digital + Print Display

How to Use **Pre-Show Video** with SET.Live

Want to boost audience engagement and collect more fan info with SET.Live? It's super easy with pre-show video! Follow the steps below to create an effective pre-show video to direct fans to SET.Live and increase audience engagement and excitement.

Step 1

Write a short, instructional script that tells fans to take out their phones, go to SET DOT LIVE, and check in to the show.

Don't know what to say?
*Check out our sample video scripts **here**!*

Step 2

Record pre-show video and include the **SET.Live URL** and **QR code** at the end.

Whenever possible, artists should record the video voiceover (even if they're not in the video) to help grab the audience's attention and increase audience participation.

Step 3

Play pre-show video multiple times before the show starts. The more fans see it, the more likely they are to check in and engage!

Step 4

Leave the final slide with the **SET.Live URL** and **QR code** up on the screen for **30-45 seconds**. This gives fans plenty of time to scan the code and join in on the fun.

See Artist Example

20-30%
Effectiveness:
Artists who use pre-show video capture fan info from **20-30%** of the room.

Be Creative
There are limitless ways to capture fans' attention.

Be Authentic
What you do needs to have your voice, your feel.

Ask the Experts
We're here to help and we love to brainstorm!

How to Use **Pre-Show Audio** with SET.Live

With a short, pre-show audio clip, you can encourage fans to check into the show and get them even more hyped for the performance. Follow the quick and easy steps below to create effective pre-show audio that directs fans to SET.Live.

Step 1
Write a short, instructional script that tells fans to take out their phones, go to SET DOT LIVE, and check in to the show.

Don't know what to say?
*Check out our sample video scripts **here**!*

Step 2
Record the pre-show audio liner. *If your artists don't have time to record their own audio liner, we've got you covered!*

*Grab one of our pre-recorded audio liners **here**.*

Step 3
Create a visual or audio cue for the audience before playing the audio liner: dim the house lights, turn the house music down (or off), and make sure that the audio liner is louder than the house music.

Dim the house lights | Turn the music down | Audio liner louder than music

Step 4
Play the audio liner 2-3 times before the show to get the best results. *Get even more impact by incorporating the audio liner into the opening of the show.*

See Artist Example

15-25%
Effectiveness:
Artists who play pre-show audio 2-3x capture fan info from **15-25%** of the room.

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How to Use an **Onstage Shout-Out** with SET.Live

An onstage shout-out is by far the most effective way to increase audience participation–and as a bonus, it requires the least amount of time and effort! Follow the steps below to get the most out of SET.Live with an onstage shout-out.

Step 1
Figure out what your artists are going to say before they go onstage. Write a script or brainstorm how to introduce fans to their SET.Live page. *Make sure the shout out matches the artist's authentic voice and style.*

Step 2
Have your artists practice their shout-out to make sure it feels natural and fits the vibe of their show. *Make sure your artist considers when they'd like to incorporate the live shout-out into their show (beginning, middle,or end).*

Step 3
Put your artists onstage and let them do their thing! *Get artists excited about using SET.Live–the audience will totally match their energy and get as pumped up as they are.*

Step 4
Don't rush! Make sure your artists are prepared to banter or are comfortable taking a pause for 20-30 seconds to give fans plenty of time to visit SET.Live and check in.

See Artist Example

≤60%
Effectiveness:
Artists who use shoutouts in their show capture fan info from **up to 60%** of the room.

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How to Use an **Emcee or DJ Shout-Out** with SET.Live

Looking for an easy way to direct fans to SET.Live? Have your hype man help you out! Follow the steps below to get audiences to participate in contests, sweeps, or encore voting.

See Artist Example

Step 1

Write a short, instructional script for your emcee/DJ that tells fans to take out their phones, go to SET DOT LIVE, and check into the show.

Don't know what to say?
*Check out our sample video scripts **here**!*

Step 2

Have your Emcee or DJ do what they do best: hype the audience up before announcing the contest, sweeps, or encore voting.

Step 3

Make sure your emcee/DJ says "SET DOT LIVE" and gives the audience time to check into the show.

Step 4

If you have access to a digital screen, put the SET.Live URL and QR code on the screen so the emcee/DJ can direct fans to it.

~ 15%
Effectiveness:
Artists who use live shoutouts from an emcee or DJ capture fan info from **about 15%** of the room.

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How to Use **Digital + Print Display** with SET.Live

Using digital and print displays with SET.Live is a great way to get fans engaged during shows. You can use display all by itself or pair it up with an onstage shoutout to take it to the next level. Follow the steps below and make some eye catching digital or print posters to get fans excited to check into the show.

See Artist Example

Step 1
Create attention-grabbing digital or printed posters with clear instructions to place in several locations with plenty of visibility around the venue (not just at the merch booth). *For example, "go to SET.Live and enter for a chance to win..."*

Step 2
Be sure to include the SET.Live URL and QR code in the design

Step 3
For digital displays, show the display several times before the show starts and leave the final slide with URL + QR code on the screen for 30-45 seconds to give the audience time to scan the code and fill out the form.

> *Pro Tip: You'll get even more fan participation if you show the display after the opening act, right before your artist takes the stage.*

Step 4
For print displays, incorporate as many places as possible *(above the merch table, entrance to venue, even onstage with artists)*

~ 10%

Effectiveness:
Artists who use digital + print at their shows capture fan info from **about 10%** of the room.

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Be Authentic
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