STRUCTURED INTERVIEW PROTOCOL

Sfnight players: promoters

Interviewed:
Date:
Place:

Knowing the Promoter

1. What is your role in the bar industry?
   
   [ ] Inside promoter
   [ ] Independent promoter
   [ ] Other, specify: .................................................................

2. How long have you been working as a promoter? Have you been involved with other activities in entertainment area?

3. In case you work only for some specific bars, how long have you been working with them?

4. How frequently do you do each of the following?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less than once/week</th>
<th>Once Every week</th>
<th>2-4 times Every Week</th>
<th>Everyday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use email</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use the Web to search</td>
<td></td>
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<tr>
<td>Use the Web to go to a site</td>
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<tr>
<td>Download electronic documents</td>
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<td></td>
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<tr>
<td>Participate in online discussion forums</td>
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</table>

5. Have you bought anything in the Internet? If so how many times have you bought in the last 6 months? Were those items for you or for the bar?
Knowing the Bar/Club

6. Physical characteristics of the bars/clubs you usually work with?
   - [ ] Indoor
   - [ ] Outdoor
   - [ ] Indoor/Outdoor
   - [ ] Other..............................................................

7. How would you describe the bars/clubs you work with?

8. What makes them different from others? What do you think your clients like these bars/clubs most?

9. Is there any classification in the industry that those bars/clubs could match?

10. Which facilities do those bars offer?
Knowing the Clientele

11. How would you describe your clientele?
   - age
   - frequency
   - gender
   - local /visitors

12. Does your mainly clientele usually come
   - [ ] from the neighborhood
   - [ ] from other side of the city
   - [ ] both

13. Does your clientele come alone, in small groups or large groups?

14. Do you communicate with your clientele? Or only the bars? What information does your clientele usually ask when they call
   - by telephone
   - by e-mail
   - direct

15. What information would be important for potential customers know about in order to leverage your event frequency?
Knowing about Events

16. What kind of events do you promote? And how often do they happen?

- Live music
- Dancing
- Cultural (poetry, etc)
- Shows
- Others ..............................................................

17. Does your events have a permanent agenda? How long do you plan in advance and how often it may change?

18. How does your clientele know about your events? How do you promote your event? In which media [tv, radio, flyers, free newspapers, traditional newspaper, web, others]

19. Rank the effectiveness of the following media for advertising:

<table>
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<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Flyers</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Newspaper</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Customer Mailing list</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Internet</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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</tbody>
</table>

20. Does your bar have a web site? If so, it was made in-house, from outsiders etc. [ask for the url]. How much did you pay for such a website? How frequently you update it?
21. Does the bar promote the event, or do you have to do all yourself?

22. How do you find a bar/club for your events? [by email, phone etc] How do you choose a bar/club to your events?

23. What kinds of agreement do you usually signup with them?

24. How do you contact them? Where do you find them? What makes a good DJ/musician/band? what makes a bad DJ/musician/band?
25. Have you ever experienced a problem with events agenda? What kinds of problems were? [try to find out if a DJ or musician don’t come, what he usually do]

26. What is necessary to build a good event? What makes an event fail?

Using Online Services

27. Have you ever submitted your event information to any websites, like Citysearch, etc.?

28. Are you using customer mailing list? How do you manage your mailing list?

Operating Services

29. How do you acquire your equipments? Does the bar/club provide it? Or the DJs/musicians?

30. Who is responsible for beers and liquors?
Relationships

31. How the bar industry usually works with promoters and musicians? Who pays what?

32. Are you a member of any association? What have been the advantages of participating of its events?

33. Do you exchange ideas with bar owners/promoters/DJs?

34. Or contact them to buy things or sell things? If so, how do you usually does?

35. Do you read any magazine or document related to the bar/ promoter activities? Do you read any survey or analysis of the bar or entertainment industry in SF

36. Do you participate in any event that could help you (bar/ promoter) to better manage your activities
37. What do you need to make your business achieve better results?

38. What would be your advice for someone who is designing a web page for bars and clubs in SF?