

VRTX Showrunner Guide

How to Make Your Event a Success at VRTX

VRTX provides the space, sound, and platform.

You are responsible for making your event successful.

We are **not a marketing agency**, promoter, or talent manager. However, we've hosted and observed successful events—and this guide outlines what works.

1. Your Role as a Showrunner

As the event organizer, you are responsible for:

- Marketing and promotion
- Booking talent
- Driving attendance
- Managing your audience

VRTX may support promotion at its discretion, but **attendance is not guaranteed**.

2. What Successful Showrunners Do

From our early events, the difference is clear:

Successful events:

- Post consistently (not just once)
- Use multiple types of content (graphics + video)
- Engage with their audience
- Clearly communicate what the event is
- Create an *experience*, not just a show

Unsuccessful events:

- Post once and expect turnout
- Provide unclear or minimal event details
- Do not engage with their audience

3. Content That Works

Post More Than Once

One post is not enough. Plan multiple posts:

- Announcement
- Mid-campaign reminder
- Final push
- Day-of-event

Use Multiple Formats

We recommend:

- **Poster A:** Clean lineup graphic
- **Poster B:** Alternate version
- **Reel / Video Poster (Highly Recommended)**

👉 Video content consistently performs better than static images.

Be Clear & Informative

Every post should clearly communicate:

- Genre (House, Techno, Disco, etc.)
- Date & time
- Location: **1416 Hardy St, Houston TX**
- Age (21+ or approved 18+)
- Ticket price / door info

Ambiguity kills attendance.

4. Posting Strategy (What Works in Houston)

- **Best engagement:** Sunday – Thursday, 7PM – 10PM

- **Day-of posts (Fri/Sat):** Morning performs well
- Post consistently leading up to your event

👉 If people don't see it multiple times, they won't remember it.

5. Engagement Matters

You should:

- Reply to comments
- Like and respond to messages
- Share posts to your story
- Engage with your artists' audiences

👉 The algorithm rewards interaction.

6. Use Your Network

- Have every artist repost
- Use Instagram collaborator posts
- Cross-promote with other creators

VRTX accepts **Instagram collab invites**, but approval is **not** guaranteed.

7. Extra Content That Performs Well (Highly Recommended)

These are things we've seen significantly improve turnout:

- **Parking maps** (reduce confusion and friction)
- **Photos/videos of the venue** (people want to know the vibe)
- **Preview mixes or live sets** from artists
- **Artist introductions or features**
- **Merch previews** (if selling)
- **Interactive elements or activities**, such as:
 - Cosplay themes
 - Bingo cards

- Games (e.g., giant beer pong)
- crowd interaction

👉 The more you show the *experience*, the more people commit.

8. Community, Safety & Vibe (PLUR Encouraged)

While not mandatory, VRTX **strongly encourages a PLUR (Peace, Love, Unity, Respect) environment.**

We recommend showrunners:

- Set expectations for respectful behavior
- Be proactive about safety and consent
- Look out for your attendees

This includes awareness around:

- Drug safety
- Harassment or grooming
- Sexual misconduct

👉 Events that actively promote a safe, welcoming environment perform better and build loyal audiences.

9. Optional Tools (Recommended, Not Required)

- **Ticketing & tracking:** POSH or similar platforms
- **Event listings:** EDM Train or similar
- **Email marketing:** If you have a list
- **Paid ads:** Instagram ads for targeted reach

VRTX may run ads or promotions at its discretion.

10. Common Mistakes to Avoid

- Posting only once
- Waiting until the last minute

- Not listing key details
 - Relying entirely on VRTX
 - Not coordinating with artists
 - Not showing what the event actually *feels like*
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