



## **BOXING CLEVER – ENCORE ENTERAINS THE UNSUNG HEROS OF THEATRE BOX OFFICES**



**Picture Caption**

**They are unsung heroes of London West End theatre – those hard working box office staff who make sure every gets to sit where they should every night of the week.**

So Encore Tickets thought they should have a good time too – and threw a party for box office staff from all over the capital in Covent Garden; and nobody cared where anyone sat....

Said Encore Tickets managing director John Wales: “These people do an incredibly good job often in very trying circumstances. It doesn’t matter how much work we and our partner GTO and coach tour operators partners do in bringing people to West End shows – if they don’t end up in the right seats we’ve all got a problem and it is the box office staff who sort that out night after night, week after week. We think they certainly deserve a party!”

And what do party’s mean – they mean prizes of course, and Encore awarded box offices for their top sales during the year. The winning play was the Noel Coward Theatre with Calender

Girls (no connection to seeing Gerry Hall in the nude of course). The guys and girls at the Noel Coward box office looked pretty happy, as did those at the Dominion, as they both won a complimentary dinner and bar tab.

### **Picture Caption**

We Will Rock You was Encore's top selling show of the year , and Gerry Nutley, Box Office Manager at The Dominion Theatre, is presented with his award by Encore managing director John Wales (right) and UK Sales Manager Richard Woolliss (left).

Established in 2000 Encore Tickets is the largest independent theatre agent selling over 1.5 million tickets per year – more than 1 in 10 of all tickets sold for London's major theatres. It employs over 75 staff speaking 18 different languages, is a fully bonded ticket agent and a member of the Society of Ticket Agents and Retailers.

Ends.

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