

CLEVELAND BALLET

FROM YOUR SEAT TO THE STAGE: MEET TIERA PETERS, CLEVELAND BALLET COMPANY ARTIST & BOX OFFICE ASSOCIATE



YOU WEAR TWO HATS IN YOUR ROLE AT CLEVELAND BALLET AS A COMPANY ARTIST AND AS OUR BOX OFFICE ASSOCIATE. HOW DO THESE ROLES COMPLEMENT EACH OTHER IN YOUR DAY-TO-DAY WORK?

Working in different capacities for Cleveland Ballet has proven to be especially fulfilling but with its challenges. Understanding a dancers' perspective has been very helpful as I've been able to voice and share my unique perspectives with special events, ticket opportunities, and more.

On the other side of the organization, as a dancer, I find the work I do in the Box Office so inspiring. I have the pleasure to be in direct contact with the people who support the art form I love. I get to hear firsthand accounts of audience members and patrons who love the ballet as much as I do, and who have been attending performances for years - even before my time with the company.

HAS WORKING DIRECTLY WITH OUR AUDIENCE MEMBERS AT THE BOX OFFICE GIVEN YOU A DIFFERENT PERSPECTIVE ON PERFORMING FOR THEM ON STAGE?

I have found performing to be even more fulfilling and meaningful, having spoken directly with our audience members. My purpose in the studio and as an artist is to provide for the community - as a performer and making it accessible for patrons. It means the world to me that I get to interact with my community in such a personal and new way through the Box Office.

Now, I definitely think I dance with more purpose, knowing the names, faces, and voices from phone calls that are supporting me and the ballet in the audience.

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WHAT DO YOU ENJOY MOST ABOUT HELPING PATRONS CHOOSE THEIR SUBSCRIPTIONS AND SEATING?

I really enjoy giving patrons the opportunity to have so much choice and control over *how* they enjoy the ballet. From choosing the perfect seat, addressing accessibility concerns, and sharing details about each show, I feel like I've helped a patron plan their perfect night out.

We appreciate our patrons support so much, it feels great to be able to provide such a personal service.

IS THERE A PARTICULAR PERFORMANCE OR SEASON ANNOUNCEMENT YOU HAVE ENJOYED HELPING PEOPLE SECURE TICKETS FOR?

The return of *Dracula* this season, along with Lynne Taylor Corbett's *Code of Silence*, is very exciting! Because this is a show we have performed before, I know just how incredible the production is, and I cannot wait to bring it to audiences in Cleveland again this October. I get to speak to those details and share some behind-the-scenes information with patrons calling to inquire about the show because I have an inside understanding of the show that makes securing tickets for people even more exciting.

WHAT IS ONE INSIDER TIP YOU'D GIVE PATRONS WHEN PURCHASING TICKETS?

I highly recommend becoming a subscriber. The discounts are unmatched and the additional perks make seeing the ballet even more exciting. The new ticket swap feature is also completely game-changing for our subscribers. If you can't see a show, you can swap your tickets to a different production within the season... and bring some more friends with you to the ballet!