Spruiking

Spruker Information Spruiking for an Iconic Event

If you are rostered to spruik an event, show, performance for Iconic there are a few important things to do.Â This is normally set for Iconic Actors, but you may be asked to do this role too, if you work in Events or Sales.

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Spruiking should be fun.

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If you are reading this, then you have Probably Been Rostered to Spruik.Â

"Just exactly what is a spruiker?" It's important to know to do perform well.Â

The word conjures up notions of showmanship, eloquence, fun, enthusiasm and excitement ... and possibly a little bit of vaudeville.

Whatever your asked to do, at the core of it all is that you are in the performance of connecting and the better you connect, the more you can relate to your customer, the more successful you will be.

Essentially a spruiker is a brand or corporate ambassador who can help you increase brand awareness and sales, enthusiastically represent and reinforce the corporate or brand identity, strengthen relationships and ultimately influence customers to engage and buy more.

At Iconic, Actors/Performers, Sales and Event Staff are rostered periodically to Spruik and are all spruikers will come with varying quirks and talents that, you can make a positive difference to the customer experience and drive sales up.

Great spruikers are company players who are enthusiastic, knowledgeable and most importantly they are influencers.

They can influence passersby to stop thinking about the day-to-day grind of their lives for a momentary diversion of light hearted banter. Once they've caught their attention, they can pique their interest further and influence them to take a look at the offer and perhaps buy.

It's all a numbers game. Get more people looking at you; more will engage and walk in. More people walk in, more people buy. It really is that simple when you have the four P's, **product, price, place and promotion**.

Your spruiker is a small part of the promotion **'P'** that can make a big difference.

There are three important things that professional spruikers do to have your audience coming back time and again. They:

- Under promise and over deliver every time.
- Are positive and enthusiastic all the time.
- Are flexible, go with the flow and can think on their feet.

Nothing fazes a good spruiker. In business, nothing ever really goes exactly to plan, and a talented spruiker has the ability to make the most of the circumstances they are presented with.

One final tip, match your talent to your style. You are chosen to be a sprukier that fits the business brand. Some are flamboyant, colourful and gregarious by nature; others are more corporatized and

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polished. Great talents are chameleons and can be what you want them to be.Â **Who are you and what can you bring to the party to Spruik.**

Working as a spruiker should be fun for you, your employer and your audience! It's not hard work to produce results if you are enjoying what you are doing and focussed on the outcome.

Entice Customers with the 4 Pâ€™s of Spruiking! The master of spruiking can attract attention of genuine prospects without harassing people who really arenâ€™t interested in your offer.

- **Planning**
- **Preparation**
- **Presence, and**
- **Performance!**

Then relax and the rest will fall into place.

Before you read and learn/memorise Iconic's Spruiking information, here are some Top Tips for your spruiking performance.

1. **Meet Early.**
   - Meet with your client in advance (you may not have a name and will probably speak with the Secretary, but ensure you understand their objectives for the event and the event you are spruiking.

2. **Plan**
   - Prepare a mini action plan, review it with your supervisor and agree on the program.

3. **Dot Point**
   - Prepare and learn your script.Â Make dot point list of the why, what, how and what else for the product you are promoting.

4. **Set Example**
   - Be and look happy! Your Audience wonâ€™t be drawn in if you donâ€™t make them feel welcome.

5. **Be Contagious**
   - Ensure your positive outlook is contagious.

6. **Draw attention**
   - Have a sense of presence. Turn heads with colour, music, movement.

7. **Theme**
   - Encourage your audience to theme the event

8. **Be Friendly**
   - Be friendly but not familiar. Save conversation with friends for later.

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Â Things to remember when Spruiking.

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1. Collect AdvertisingÂ PamphetsÂ from allocated Storage.
2. Use the Spruikers Script onÂ companyÂ server.
3. Do not spendÂ anymoreÂ than 30 minutes at any one venue.
4. Make sure you offer pamphlet of advertisement to the right person.
5. Make sure you state the company phone number.
6. Where Suit or Actors Costume Wardrobe and be presentable.
7. Complete Spruiking Form for each completed Venue.Â Click here for spruiking form.

Attached files:

- v2015_03.03_Spruik-TheatreEducation.pdf

Unique solution ID: #1374
Author: Ian Roberts and John Frankel
Last update: 20-Jul-2017 12:28

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