

Hit the Theatre

While studying business and marketing at Oxford Brookes, Will Howard spotted a gap in the market for student trips to West End shows. Initially supported by the Student Union, he started by taking a group of 20 to see The Lion King. Completing his dissertation on 'How commercial producers can attract a younger audience to the West End', Will launched Hit The Theatre - the first London theatre ticket and marketing agency to focus on the youth market. He has recently organised a trip to 'We Will Rock You' for 450 students but also supports fringe venues and productions by new, young performers.

