Aims

- To give you an understanding of how to coordinate a production in the theatre.
- Explain your roles and responsibilities
- Explain your role within the Union
- To get you started for next year.
Initial Stages

- This Training Session
- Meet with Stage Crew
- Meet with Frank & complete Pre-Contract Form
- Write Production Plan & Budget
- Once Plan & Budget approved, get started
Overview

Meet with Stage Crew → Meet with Operations Manager → Write Production Plan & Budget

Pre-Production Meeting

Report progress to TUB → Production Meeting

Production Budget approved → Contract Signed

Production Meeting → Production Week

Tickets on sale
Responsibilities

**President**
- Society’s principal officer and primary point of contact.
- Overall responsibility for society & all its activity.
- Ensure it abides by Regulations.
- Authorises expenditure.

**Treasurer**
- Responsible for the financial management of the society.
- Ensure expenditure is appropriate and within budget.
- Authorises expenditure.
The Producer is....

Responsible for:
- Co-ordination & delivery of the entire production
- Ensuring the production is delivered to the highest possible standard within the agreed costs and on time.

As Producer you:
- Have the authority to run the production on a day-to-day basis on behalf of your society.
- Are required to work within the agreed boundaries of the production plan and budget.

The Producer cannot:
- Make changes to the Production Budget.
- Authorise Expenditure.
During the production the Producer will:

- Be the central point of contact between the Production, Theatre and Union
- Prepare the production plan
- Define responsibilities and allocate work
- Monitor and control progress
- Build contingency plans for any potential problems
- Negotiate the performance and delivery of tasks.
- Prepare and present progress reports
- Ensure documentation is maintained, problems are noted and records are kept.
Must not be the same person.

The Theatre Staff expect to deal with the Producer

Producer will make decisions about the production.

The Treasurer is only responsible for finances in as much as they form society finances.

If there is a problem with the production both the Theatre and the Union will contact the Producer.

No one except Full Time Union Officers should sign any contracts.
The Planning Process

- Important to consider the whole process.
- Completion of some tasks are dependant on others (*How will my tasks impact on others?*)
- Some are independent tasks (*Can you get some of these out of the way early?*)
- Need Resources to complete your tasks:
  - Time
  - People
  - Money

- Do things earlier!!
Planning Task

Part 1: Artistic

Part 2: Marketing

Part 3: Logistics & Communication

Part 4: Delegation
Communication

When do you need to communicate?
- To report progress
- Feedback and evaluation
- Problem solving and contingency planning

Who do you need to communicate with?
- Production Team
- Bloomsbury Theatre
- Students’ Union UCL

How will you communicate?
- Written Reports
- TUB Meetings
Running Fair Auditions

Every year complaints are received about Arts Society Auditions and Casting including:

- Casting the same people consistently
- Holding ‘rigged’ or ‘pre-cast’ auditions
- Refusing to give new people a chance, casting friends only
Students Union UCL and the Bloomsbury Theatre are committed to enabling the most number of UCL students to perform at the theatre. Auditions should be based on merit alone.
Non-UCL Students

- Non-UCL Students are not permitted to take part in Bloomsbury Productions unless they are approved by TUB in advance.

- If they are permitted by TUB then they MUST become Visiting/Associate Members of the Union unless:
  - They are part of an external act that is being ‘hired’ in
  - They are (contracted) professionals in the UC Opera.
Non-UCL Students

Non UCL Students will only be permitted if:
- The role cannot be filled by a UCL Student
- Them not taking part would reduce the opportunity being provided for UCL students.

See guidance document ‘Non UCL Students in Bloomsbury Theatre Productions’
- The situation with insurance is complicated…
Responsible Budgeting

- Scrutinise your expenditure:
  - Is it desirable or essential? Think about scrapping some desirable things if they cost too much?
  - ALWAYS search for numerous quotes – find cheaper options
  - Be organised and thorough – late purchases will cost more.

- Maximise your income:
  - Effective marketing = higher income
  - Sponsorship / Advertising
Managing your Budget

- Work with your Treasurer
- Techniques for:
  - Controlling income
  - Controlling expenditure
- Flexibility of budget
- Contingency
- Extra help?

Bloomsbury shows are generally bigger budget events. The Union will not allow societies to go into deficit.
Insurance

For Hired Equipment:
- Short Term Insurance Form
- Get insurance from the hire company

For People:
- All UCL Students are insured
- Non-UCL students are not, even if they become affiliates, they need to arrange their own insurance
Role within Students’ Union UCL

- Theatre Time – charitable objectives and grant spending
- Union Policies that may affect you
- UCL Stage Crew Society
- Theatre Users Board
Theatre User Board

Relevant Documents:
- Open and Fair Auditions
- Non-UCL Students in shows

Resources:
- Costume Cupboard
Channels of Marketing – the more the better:

- Social Media
- Posters (don’t forget the Union and Bloomsbury rules)
- Flyers
- Union
  - What’s on Guide
  - Rare FM
  - Video Screens
  - Stalls
  - Web- editorial and event calendar
  - Banners
- Friends and Family
Marketing

- Exploit contact and get your contacts to exploit their contacts
- Be consistent
- Be straight forward
- Don’t overcomplicate
- Get publicity out early
- Get the show on sale early
Common Problems

- Great Show, why didn’t anyone come?
- Lots of audience, lousy show
- Not reading ‘Guide for Union Producers’
- Not talking to Stage Crew Society
- Not talking to Theatre Staff / Johnny
- Late publicity and programmes
- Sponsorship arrangements that are more hassle than they are worth
- Fireproofing
What next?

Meet with:
- Stage Crew – 5 June
- Frank – 5 June

Write Production Plan and Production Budget

Attend Pre-Production meeting (8 June)

Good luck and stay in touch!
Any Questions?