

# Bloomsbury Theatre Producers Training

June 2018

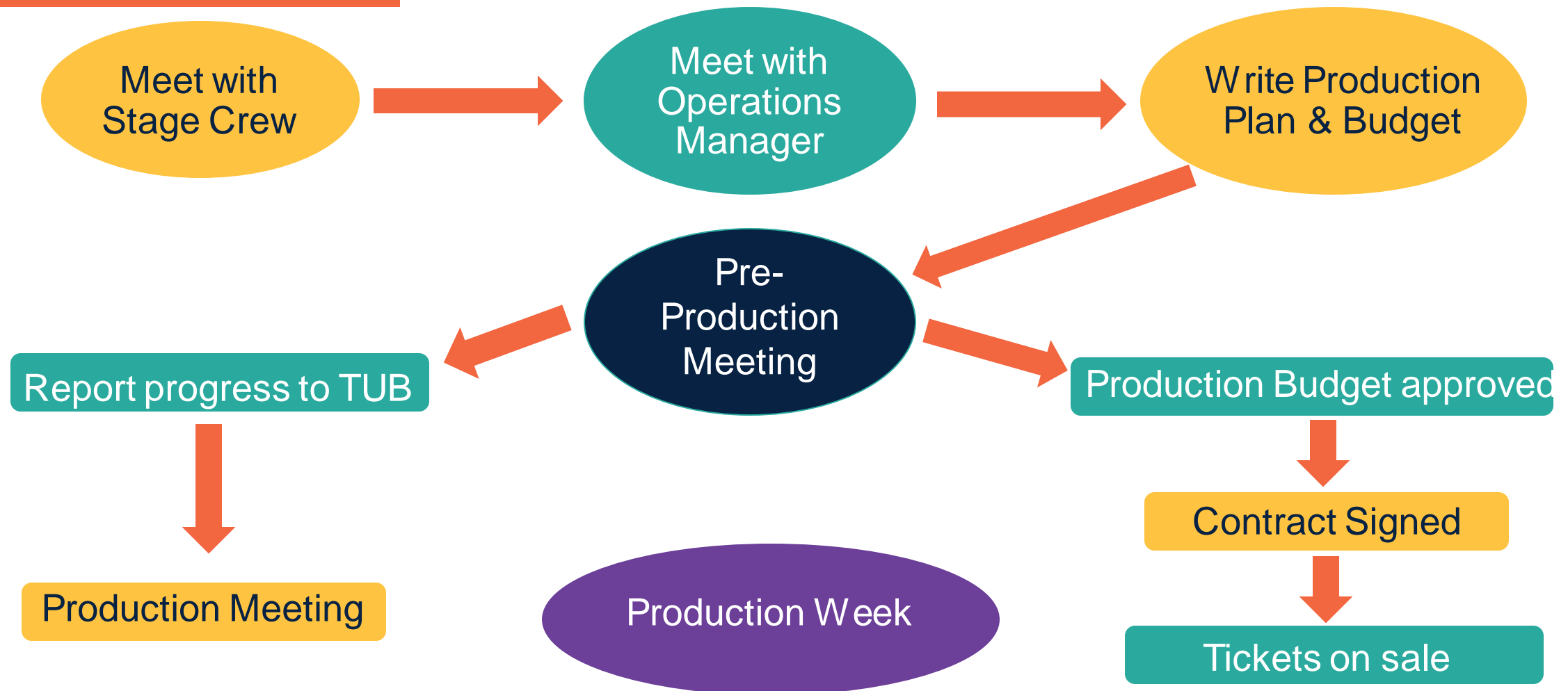
# Aims

- 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



# 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.

# The Producer

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.

# Producer vs President/Treasurer

- 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

# Running Fair Auditions

- Good Practice Guidelines for Fair Auditions
- 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

# TUB

- Theatre User Board
- Relevant Documents:
  - Open and Fair Auditions
  - Non-UCL Students in shows
- Resources:
  - Costume Cupboard

# Marketing

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?**