

## Guide to staging a performance at the Theatre

### YOUR PRE CHECK LIST BEFORE STAGING YOUR EVENT AT THE THEATRE

Pre check of completed paper work required before arriving at the Theatre to carry out your performance (where applicable), if you are unsure of any of the below information then please do not hesitate to contact the Theatre for assistance.

- a. A signed copy of your Contract
- b. Copy of public liability insurance
- c. If applicable for your event, any Relevant marketing information to go onto the Palace Theatre website, posters for front of house (A2 or A3) and any A5 fliers you may wish to put into our foyers.
- d. Copy of the licence and any necessary copyright approvals to perform the production.
- e. Completed PRS form, or letter of exception from PRS (if this is not included we will automatically deduct the relevant percentage).
- f. Completed technical Rider which will include (where necessary) any Lighting, sound, staging, hanging plots, special effects etc needed for your performance
- g. Completed Risk assessments for all activities carried out whilst at the Palace Theatre.
- h. If necessary any method statements required for the building or dismantling of sets.

We will also require notification of the following where applicable.

- i. Notification of the Total of number of performers in your production. **Please note the occupancy limits noted within our technical specification.**
- j. If necessary how many pit sections you require to be removed / how many musicians
- k. Notification of any additional items required on our additional fees and charges

On the Day of your performance the team will need to see evidence of the following (where applicable):

- a. Proof of fire proofing
- b. Proof of PAT testing (if you require this we can carry this out for you at an additional charge. Please see our enclosed fees and charges)
- c. Proof of relevant certification and load certificates for any lifting equipment used.
- d. Licence's for any children performing
- e. Proof of Matrons CRB and licence

### STANDARD SESSION TIMES

Session Times are in a minimum of 4 hour blocks

For day time meetings contact the box office on 01527 65203

For shows, confrencing or large events contact the Theatre Manager 01527 61544 and select 2 on your keypad when the automated phone system picks up.

**Additional hours required outside the normal session times will be charged pro rata at the relevant session price.**

The Theatre will provide Front of House staff, Technical Staff (if required) for all events.

PLEASE CONTACT US FOR CURRENT AVAILABILITY AND FEES AND CHARGES

Downloadable links technical specifications for the main house and the room upstairs can be found from the home page of our website

### **Successfully Marketing Your Show - Dos and Don'ts**

Frequently groups, charities, individuals and clubs hire the theatre facilities to stage their own events. Sometimes these are fundraising, some informational and some just pure entertainment. Organising these events, particularly where funding is important can be a difficult, time-consuming and thankless task and the right marketing approach can make or break an event. The following list is intended as a guide to assist and advise anyone thinking of staging an event.

#### **Dos**

- Give yourself plenty of time, the longer you have the better sales will be.
- Have good quality publicity produced, these should show clearly:- Date, time ticket prices, Box Office number, location i.e. Studio, Theatre-Redditch Palace Theatre and a brief description (if required). Be clear concise, colourful and stylish. Get the posters displayed as early as you can.
- Utilise friends, family, and colleague's etc to distribute details and suggest your event for social events or group nights out.
- Use Email/Websites, where allowed, to publicise
- Send press releases to local papers and radio etc at least a month before then again 1-2 weeks prior. Send good photo's or arrange a photocall in advance. A story or 'angle', however flimsy will help generate press interest. Pictures with children (particularly groups) are popular as parents buy extra copies.
- Send posters to The Palace Theatre, they will be displayed (where space allows) + 12 additional copies (no bigger than A4) for branch libraries
- Use Yellow Pages etc for details of Clubs, groups, etc who may be interested.
- Consider your target audience carefully. One hour calling say residential homes, may yield several group bookings. Remember older/disabled groups may have mobility problems or may need guaranteed front seats/assistance. Problems can occur when groups are not 'managed' or correctly placed within the venue - if in doubt ask Box Office for advice.
- Consider advertising, but choose carefully and try to haggle on prices.
- Confirm in writing your performers/crew/musicians availability - Cancellations are expensive.
- Check performer contracts carefully prior to signing - they may contain clauses or a 'rider' regarding equipment, accommodation or hospitality which may not have been mentioned until you have signed the contract
- Check get-in/rehearsal requirements - you may need to adjust the hire times.
- Be creative with your marketing - sometimes a little effort can go a long way
- Check that your show does not clash with similar events in Redditch or wider afield. Double-check school holidays, big football games and anything that may adversely affect your show. Consider cancellation insurance against major incidents if finances are very tight.
- Pay extra for a Redditch Palace Theatre brochure entry - it works

- Be prepared to pay performers 'on the night' many expect it, regardless of your ticketing arrangements with the venue. Discuss this in advance.
- Check liability regarding show licences, Performing Rights Liability (PRS) etc.
- Check with Box Office regarding facilities such as parking, wheelchairs, infants, etc to ensure no incorrect information is given out to your customers.
- Ask your performers if they have a mailing list or website that you can tap into.

## Don'ts

- Assume that charity or fundraisers will automatically sell - the SHOW is what attracts not the cause. Callous though it may sound people are generally not interested in sitting through a show to support a charity, they will only attend if they feel they will understand and enjoy what it is they are attending. Similarly - do not attempt to lecture, preach or 'inform' your audience about your particular cause - unless this has been clearly stated in the publicity. People want to be entertained!
- Over/underprice your tickets, study similar shows and pitch yours accordingly. If yours is a group of amateur performers, however talented, this should be reflected in publicity and prices.
- Pick an obscure or mysterious title - people need to know what they are buying for - or they won't buy.
- Exaggerate - avoid phrases like 'spectacular' or 'hilarious' or 'world-famous' unless they are. Similarly don't quote 'full-orchestra backing' if there are only 3 or quote things like 'from the West End' or 'professional' unless they actually are.
- Sign a hire form (or Performer Contract) on behalf of someone else, particularly a group or charity, the person who signs the forms receives the bill. If you are signing 'on behalf of' then make this clear on the contract and also state clearly where the invoices etc should be sent. All parties should be made aware of this.
- Expect ticket monies to be paid over immediately. Redditch Borough Council's Finance Service has set procedures and cheque payment can sometimes take up to 14 days due to our checking/audit procedures.
- Assume that lighting/sound equipment is free - check with venue and performers regarding absolutely everything that may be required for your show. Make a comprehensive list and then arrange an appointment to see either the Deputy Technical Manager or the Theater Manager to discuss costs, set up times etc.
- Include risque or shocking material unless your audience is prepared for it. If in doubt, decide on 'suitable age range' and include it in small print on your publicity.
- Book performances by word of mouth, see the show and know exactly what you are getting before you book them.
- Attempt to leaflet shoppers in Kingfisher Shopping Center - they don't allow it.
- Pick the wrong room. The Studio suits smaller scale, relaxed or informal events and can accommodate custom-made seating plans, theatre-in-the-round etc. The Theatre seats 421 in fixed, raked seating and availability, particularly for weekend dates, is limited at peak times.
- Forget that hire fees and ticket receipts are handled in arrears. Your expenses are deducted from Box Office sales and the balance settled by Council cheque/invoice. Performer fees are your responsibility.
- Use pictures, graphics, logo's etc in your publicity if you don't have relevant permission to do so

- Agree to promote something on behalf of a group or charity if you are unsure you can spare the time - suggest a 'Publicity Committee' to share the efforts (and the worry!).