



Producer Info Pack

So, what even is a Producer?

A producer is someone who gets things done. In other industries they might be called project managers, curators, arts administrators, or company managers. They coordinate, supervise, and facilitate the whole production from beginning to end, in close collaboration with the team they bring together.

While specifics of the producer role can vary depending on the skill set and strengths of the team, some of the things they might be involved in include:

- Recruiting the team and commissioning the project
- Developing, rehearsing, and staging the event, performance, exhibition, or installation
- Creative and/or conceptual development of the work
- Marketing
- Timelines
- Booking spaces
- Creating written agreements to set expectations with cast and creatives
- Looking after front of house and back of house
- Managing across areas: audience experience to performance to technical support to performers' needs
- Organising rights and royalties
- Writing applications
- Sourcing funding
- Setting budgets
- Implementing codes of conduct
- Organising
- Supporting
- Managing

What does a good producer look like?

Good producers identify things that need to be done, delegate to who could do them best, and – if no one is around – do it themselves. They are not only a manager of a team, but also a support person for the team. Good producers listen to the needs of their collaborators.

Good producers also **work collaboratively** with other creative leaders to make clear and strong decisions about why to stage a work. They think deeply about **why they want to produce this piece**. Putting on a piece of theatre is hard work – if you don't have something that is driving you other than that you've seen the show before and liked it, how will you keep going when you hit obstacles? You will need to ask questions such as: How long should the work be? How big will the cast be? Are there any content limitations? What about the subject matter? Are you casting diversely? Why this story at this time?

Who does a producer collaborate with?

A big early part of a producer's role is forming the team. It's important to know what roles need filling on your production and what they all do.

Depending on your production and its scope, your collaborators will vary, but they may include:

- Production Manager
- Director
- Stage Manager
- Performers
- Musicians
- Visual Artists
- Set Designer
- Dramaturg
- Writer
- Choreographer
- Lighting Designer
- Sound Designer
- Marketing Manager
- Videographer

Ask yourself questions about what needs to be done and figure out – will you do it? Or do you need to recruit someone else to do it?

- Who finds the venue and signs the contracts?
- Who leads the marketing campaign?
- Who writes the press releases?
- Who operates the lighting console?
- Who assesses the work for risks?
- Who writes the schedule?
- Who mics up the band?

The questions that need answering will depend on the work you're staging.

Producing a show with Union House Theatre looks like....



Join an existing Student Theatre Group or start a new one
Make sure your group is Affiliated with UHT

What show do you want to do?
Write or devise a new work / License the rights to an existing work

Keep an eye out for UHT's Venue Allocation process (twice-yearly) to get a season in the Guild or Union Theatre
Accept your allocation offer and start your budget with the hire quote

Make sure you know who your collaborators will be

Apply for grants from Theatre Board, Creative Arts, and more
See if you can get sponsorship elsewhere
Budget!

Meetings with UHT in the lead up to your production meeting (we'll contact you to arrange these)
6 Weeks out – broad overview
4 weeks out – technical details
1-2 weeks out – finalising everything
Have your own weekly production meetings to make sure your team is on the same page.

PRODUCTION WEEK



- Venue Inductions
- Building your set
- Setting up equipment

- Plotting lights & sound
- Going through all the staging and technical changes throughout the show and getting them right

- Putting everything together for the first time

- Enjoy the show!