Presenter Pack Template

*The following document is a guide for Producers to prepare a Presenter Pack of their touring work.*

*This is a guide only.*

*You can change the style, format and design of the document. Or if you already have a Presenter Pack, you may wish to refer to the following guide to check if you are missing any information.*

***Instructions for use***

* *Be honest about the work, the requirements of the work and what you expect from venues.*
* *Fill in as much information as possible (but do not make up information).*
* *Delete any* ***Headings*** *not applicable to the touring work.*
* *Any text shown in square brackets [ ] requires the artist/producer to update.*
* *Red italic text is example / instructions.*
* *Note any areas in which you are flexible (e.g. the type of audience engagement, or the type of venue) and areas in which you are not flexible (e.g. PA must be supplied by venue, one technician is required to operate the show etc).*
* *Once complete, save document as “Producer name\_Production name\_Presenter Pack”.*
* *Upload to your work’s page via the QTouring Dashboard.*

|  |
| --- |
| **Checklist**   * Have you added an image to the front page? * Have you consulted other personnel in the company to seek their input (e.g. marketing and technical)? * Have you updated the table of contents? * Have you deleted the instructions page (this page)? |

[Insert Title of Work]

**by [Insert Artist/Producer Name]**

Presenter Pack

*****[Insert Hero Image]*****

[Include photographer’s credit for Hero Image]

*****[Insert Logo/s if applicable]*****

Contents

[[Artist/Producer Name] 5](#_Toc172715721)

[Bio 5](#_Toc172715722)

[Creatives 5](#_Toc172715723)

[Artist Bios 5](#_Toc172715724)

[[Title of Work] 6](#_Toc172715725)

[Synopsis 6](#_Toc172715726)

[Artform 6](#_Toc172715727)

[Target Audience 6](#_Toc172715728)

[Performance History 6](#_Toc172715729)

[Touring Information 8](#_Toc172715730)

[Availability to Tour 8](#_Toc172715731)

[Duration 8](#_Toc172715732)

[Suitable Venues 8](#_Toc172715733)

[Touring Party 8](#_Toc172715734)

[Maximum Performances 8](#_Toc172715735)

[Minimum Break 8](#_Toc172715736)

[Licencing Agreements 8](#_Toc172715737)

[APRA Obligations 9](#_Toc172715738)

[Audience Engagement 10](#_Toc172715739)

[Overview 10](#_Toc172715740)

[Cost 10](#_Toc172715741)

[Marketing Information 11](#_Toc172715742)

[One liner 11](#_Toc172715743)

[Short Copy 11](#_Toc172715744)

[Extended Copy 11](#_Toc172715745)

[Marketing Summary 11](#_Toc172715746)

[Media Quotes 11](#_Toc172715747)

[Audience Reviews 11](#_Toc172715748)

[Industry Recommendations 11](#_Toc172715749)

[Archival 12](#_Toc172715750)

[Marketing Materials 12](#_Toc172715751)

[Content Warnings 12](#_Toc172715752)

[Required Acknowledgements 12](#_Toc172715753)

[Education Resources 12](#_Toc172715754)

[Technical Information 14](#_Toc172715755)

[Overview 14](#_Toc172715756)

[Example Schedule 14](#_Toc172715757)

[Technical Staffing 14](#_Toc172715758)

[Staging 14](#_Toc172715759)

[Lighting 15](#_Toc172715760)

[Sound 15](#_Toc172715761)

[AV 15](#_Toc172715762)

[Wardrobe 16](#_Toc172715763)

[Freight 16](#_Toc172715764)

[Critical Notes 16](#_Toc172715765)

[Contacts 18](#_Toc172715766)

[Programming 18](#_Toc172715767)

[Technical 18](#_Toc172715768)

[Publicity 18](#_Toc172715769)

## [Artist/Producer Name]

### Bio

[Bio - 150-250 words]

*Provide an overview of the company, a history of the company, your objectives and / or reasons for touring.*

### Creatives

[Insert Name] [Insert Role]

[Insert Name] [Insert Role]

[Insert Name] [Insert Role]

[Insert Name] [Insert Role]

[Insert Name] [Insert Role]

*List key personnel involved with the show, including writer, director, designer, lighting designer, composer, sound designer, costume designer, choreographer, and performers.*

### Artist Bios

[Insert Text - 100 words each]

*Provide biographies of key creative and / or performers.*

[Insert key sponsors name]

*****[Insert key sponsor logo/s if applicable]*****

## [Title of Work]

### Synopsis

[Insert Text - 150-250 words]

*Provide an overview of the work, history of the show, background information etc.*

### Artform

* Cabaret
* Circus / Physical Theatre
* Comedy
* Dance
* Drama
* Interactive / Immersive
* Interdisciplinary / Multi-media
* Live Music (Contemporary / Popular)
* Live Music (Classical)
* Music Theatre / Opera
* Performance Art / Spoken Word
* Visual Theatre / Puppetry

*Select a maximum of three artforms from the list above. Delete all others.*

### Target Audience

[Insert Text]

*Is the performance for young children, or adults? How do you intend to reach your target audience?*

### Performance History

|  |  |  |
| --- | --- | --- |
| [Year] | [Venue], [Location] | [Number of performances] |
| [Year] | [Venue], [Location] | [Number of performances] |
| [Year] | [Venue], [Location] | [Number of performances] |
| [Year] | [Venue], [Location] | [Number of performances] |

*Provide the performance history in the table above. Delete and add rows as necessary.*

## Touring Information

### Availability to Tour

[Insert Text]

*This could be a specific date range, or as broad as “[Year] onwards”.*

### Duration

[Length of Work] minutes, including [Number of Intervals] x [Length of Intervals] intervals

*List the duration as minutes i.e. 200 minutes, including a 2 x 20 minute intervals; or 90 minutes, no interval. Also consider adding whether there is a condensed version of the show available (without interval).*

### Suitable Venues

* Theatre - Proscenium Arch
* Theatre - Arena / In-the-round
* Theatre - Black Box / Flat Floor
* Concert Hall
* Local Hall
* Found Spaces (i.e. temporary venues. converted rooms, bowls clubs)
* Cabaret (i.e. small theatre, bar, club with limited technical capacity)
* Outdoors
* Site-specific: [Insert relevant site]

*Select all venues that apply from the list above. Delete all others. If site-specific, specify what type of site.*

|  |  |  |
| --- | --- | --- |
| Touring Party | Maximum Performances | Minimum Break |
| [Insert No.] | [Insert No.] | [Insert No.] |
| ****pax**** | ****performances per week**** | ****minutes between performances**** |

### Licencing Agreements

[Insert Text]

*State any licencing agreements (e.g. copyright etc), if applicable, otherwise delete.*

### APRA Obligations

[Insert Text]

*Provide details of APRA obligations, if applicable, otherwise delete.*

## Audience Engagement

### Overview

[Insert Text]

*Provide an overview of community engagement opportunities (e.g. workshops, artists residencies, locals performing in the work etc.) and how the opportunity may impact the local audience. Include the objectives of the activity and the impact the activity will have on the participants. You may like to include stories from previous audience engagement, or describe why the audience engagement is important to the work.*

|  |
| --- |
| [Name of Activity] |
| [Insert Text]  *Provide details of activity (e.g. the duration of the workshop, if participants need to bring anything etc.). Include the specifics of what participants will learn or achieve at the activity.* |
| Cost [Insert Text]  *Is there a cost per participant, or a one off fee for the presenter?* |
| **Target Audience**  [Insert Text]  *Is the activity for young children, or adults? Is the activity for beginners or experienced? How do you intend to reach your target audience?* |

*Copy and paste the above table for each activity you offer.*

## Marketing Information

### One liner

[Insert Text – 10 words]

### Short Copy

[Insert Text – 100 words]

### Extended Copy

[Insert Text – 300 words]

*Provide details of activity (e.g. the duration of the workshop, if participants need to bring anything etc.). Include the specifics of what participants will learn or achieve at the activity.*

### Marketing Summary

[Insert Text]

*Provide a summary of marketing available, including target audiences, marketing notes, what marketing has been successful in the past etc.*

### Media Quotes

“[Insert Quote]” ****— [Name of Media Outlet], [Performance Season]****

“[Insert Quote]” ****— [Name of Media Outlet], [Performance Season]****

“[Insert Quote]” ****— [Name of Media Outlet], [Performance Season]****

*Provide media quotes, if available.*

### Audience Reviews

“[Insert Quote]” ****— [Name; or just “Audience Member”], [Performance Season]****

“[Insert Quote]” ****— [Name; or just “Audience Member”], [Performance Season]****

“[Insert Quote]” ****— [Name; or just “Audience Member”], [Performance Season]****

*Provide audience reviews, if available.*

### Industry Recommendations

[Insert Text]

*Provide the name and contact number, or a quote, from a colleague.*

### Archival

Production Trailer: [Insert Link]

Production Images: [Insert Link]

Archival Video: [Insert Link]

*Provide a link to any production images. video, youtube, vimeo of the show. Is there broadcast quality footage available? Make sure to credit the photographer/videographer. Are there high-res versions available? If so, note how to access them.*

### Marketing Materials

[Insert Text]

*Provide a list or examples of the marketing material available to presenters. Are there flyers, posters, a completed television commercial, broadcast quality raw footage suitable for TVCs, behind the scenes interviews etc.*

### Content Warnings

[Insert Text]

*Are there content warnings (e.g. strong language) or audiences to avoid?*

### Required Acknowledgements

Text:

* [Insert Text]

Logos:

* [Insert Link]

*Are there sponsors that must be acknowledged? If so, what is their logo and / or text.*

### Education Resources

[Insert Text]

[Insert Link]

*Are there teacher’s resources for the show?*

## Technical Information

### Overview

[Insert Text]

*Provide a summary of the technical requirements.*

### Example Schedule

[Insert Text]

*Provide an example bump in schedule.*

### Technical Staffing

****Venue to supply****

* [Insert Text]

*List the crew required from the venue. E.g. how many staff, for how long and if they require specific technical knowledge (e.g. lighting, sound, av).*

### Staging

[Insert Text]

*Provide an overview of the staging elements of the show, minimum stage widths, heights etc and any touring set elements. Include any notes about rigging requirements here.*

****[Company] to supply****

* [Insert Text]

*What will you supply?*

****Venue to supply****

* [Insert Text]

*What do you need the venue to supply?*

### Lighting

[Insert Text]

*Provide an overview of the lighting elements of the show.*

****[Company] to supply****

* [Insert Text]

*What will you supply?*

****Venue to supply****

* [Insert Text]

*What do you need the venue to supply?*

### Sound

[Insert Text]

*Provide an overview of the sound elements of the show.*

****[Company] to supply****

* [Insert Text]

*What will you supply?*

****Venue to supply****

* [Insert Text]

*What do you need the venue to supply? Do you need a PA?*

### AV

[Insert Text]

*Provide an overview of the AV elements of the show.*

****[Company] to supply****

* [Insert Text]

*What will you supply?*

****Venue to supply****

* [Insert Text]

*What do you need the venue to supply? Do you need a PA?*

### Wardrobe

[Insert Text]

*Provide an overview of the wardrobe elements of the show.*

****[Company] to supply****

* [Insert Text]

*What will you supply?*

****Venue to supply****

* [Insert Text]

*What do you need the venue to supply? Do you need dressing rooms? Do you need a washing machine?*

### Freight

[Insert Text]

*How will the touring elements arrive at the venue? Does the touring company have a truck? If so, do you need access to a loading dock? Or is everything you need in a suitcase that travels with you?*

### Critical Notes

[Insert Text]

*Are there any elements that are crucial to the success of the show? E.g. must the venue be able to do a complete black out? Do you need a fly tower for flown scenery that changes during the show? Is the set extremely heavy (e.g. mega litres of water) and the stage needs to hold weight?*

## Contacts

|  |  |
| --- | --- |
| Programming | |
| [Insert Name], *[Insert Role]*  [Insert Phone]  [Insert Email] | [Insert Name], *[Insert Role]*  [Insert Phone]  [Insert Email] |
| **primary contact** | **alternative contact** |

|  |  |
| --- | --- |
| Technical | |
| [Insert Name], *[Insert Role]*  [Insert Phone]  [Insert Email] | [Insert Name], *[Insert Role]*  [Insert Phone]  [Insert Email] |
| **primary contact** | **alternative contact** |

|  |  |
| --- | --- |
| Publicity | |
| [Insert Name], *[Insert Role]*  [Insert Phone]  [Insert Email] | [Insert Name], *[Insert Role]*  [Insert Phone]  [Insert Email] |
| **primary contact** | **alternative contact** |

*Provide a list of all relevant contacts – name, position within the company, email and phone number. Include contacts for programming, publicity and technical enquiries.*