# [Title of Work]

## Tour Checklist

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| Tour Coordination |
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| Planning | **Tour Coordinator** | **Producer** | **Presenter** |
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| Expression of Interest* Identify presenters who are interested in programming the production
* Compile contact details of interested presenters
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| Itinerary development* Negotiate a feasible tour itinerary that maximises time on the road, minimises touring costs and accommodates venue availability
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| Community engagement* Develop a relationship with communities and design engagement activity tailored to the community and production
* Provide support material
* Maintain regular contact with presenters regarding community engagement activation
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| Contract management* Write contract
* Issue contracts and negotiate finer details with presenters
* Seek invoices from presenters for performance fees
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| Budgeting* Calculate performance fees
* Negotiate performance fees with presenters
* Develop tour budget
* Manage tour budget
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| Grant Administration | **Tour Coordinator** | **Producer** | **Presenter** |
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| **Grant submission*** Seek confirmation forms and letters of support from presenters
* Prepare grant application
* Financial management of grant
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| **Key Performance Indicators*** Identify key performance indicators to report back to AQ
* Design surveys for audience members, participants and presenters (touring party to assist with distribution and collection of audience/ participant surveys at performances / workshops)
* Collate and analyse feedback and statistics for the outcome report
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| **Grant acquittal*** Seek feedback from presenters and audience members
* Write a post-tour report for Arts Queensland including statistic from the tour
* Financial acquittal
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| Logistics / Production | **Tour Coordinator** | **Producer** | **Presenter** |
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| **Logistics*** Book and pay for accommodation, freight, hire vehicles, flights, ground transport
* Financial management of petrol and consumables
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| **Production*** Book and pay for hired production equipment
* Seek technical specifications from venues
* Negotiate production specific details for each venue
* Prepare and provide technical riders to presenters
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| **Crew*** Source qualified touring technicians
* Engage qualified touring technicians and manage their pay, insurance and superannuation
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| Marketing |
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| Develop Materials & Kit | **Tour Coordinator** | **Producer** | **Presenter** |
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| **Images*** Hero image
* Production images
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| **Promo footage*** Promotional footage for digital platforms
* 30sec TVC
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| **Cast and crew bios*** Source, edit and distribute
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| **Company info/history*** Source, edit and distribute
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| **Marketing copy** * One liner (10 words)
* Short (70 words)
* Long (200 words)
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| **Media release template*** Write, edit and distribute
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| **Collateral templates*** Design poster, flyer, press ad, EDM/eFlyer and other digital assets
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| **Compile content into marketing kit** |  |  |  |
| **Proof read and final approval on marketing kit** |  |  |  |

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| Distribute Marketing Materials | **Tour Coordinator** | **Producer** | **Presenter** |
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| **Distribute marketing kit to presenters** |  |  |  |
| **Contact all presenters*** Follow up marketing kit distribution with phone call to confirm kit has been received and discuss campaign, responsibilities and opportunities.
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| **Producer contact presenters*** Producer contact with presenters to brief in production and discuss how producer can support marketing angles, tactics and promotions on a local level.
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| Marketing Implementation | **Tour Coordinator** | **Producer** | **Presenter** |
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| **Marketing Campaign** * Develop campaign for local market and implement media planning, buying and placement (press, radio, TV, outdoor, direct mail, social, online –banner/display, event listings and adwords,)
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| **Create collateral – print and electronic*** Edit collateral templates with local information
* Seek approval, print and distribute – email, mail box drop, postal, display, publish online
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| **Media*** Update release template with local info
* Seek approval, issue release, pitch to media
* Coordinate interviews
* Manage media call
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| **Promotions, groups and schools marketing*** Research local groups, schools and businesses
* Research social media and online opportunities (blogs, genre specific websites, facebook, twitter)
* Develop promotions for media, database distribution, in store display (ticket giveaway and package night out, merchandise prizes)
* Negotiate and distribute promotions
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| **Other activity*** Seat drops
* Venue signage
* Invitations including media and government - local, state and federal members
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| Ticketing | **Tour Coordinator** | **Producer** | **Presenter** |
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| **Set ticket price** |  |  |  |
| **Manage ticketing platform** * Online or traditional
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| **Design, print and distribute tickets**  |  |  |  |