



How to Make a Production Pack

It's hard to know where to start with these kinds of things, as every venue will be looking for something different, and it's extremely competitive. What's important is that you stand out, with a slick, professional looking production/tour pack.

Best bet is to write it out on a word doc first and then start piecing it together on Photoshop – or alternatively get a graphic designer to design it around your info, and save it as a PDF.

There's no right or wrong as to how many pages there is, however 2 is probably too little, whereas 6 is probably getting a bit much.

General Layout

Have some kind of coloured background, with different slick images on each page, demonstrating different aspects of your show, notably what the performance and the set looks like. Alongside this have clear bold titles that make it obvious what each section is about.

Cover Page

Treat this like it's a poster for your show; a striking image, some quotes/stars and accolades, logos of funders/mentions of organisations that have helped co-produced the show and, of course, your company logo/ title.

About the Production

Here if you can give a synopsis of the show - however try not to overload it with detail. Programmers receive hundreds of requests from companies, so try to make it concise, to the point, and most of all intriguing.

Here is also a chance to expand upon any reviews and accolades you might have. If you have a trailer or footage from the whole show (it can be a private link!) add it in here. Also mention an age guidance.

The Company

A brief and interesting description of the company/ artist and their previous experience, press and achievements. If the performance is made in association with any organisations/venues, here would be a great place to shout about them. If you have space, why not give a note from the director/lead performer on the show and what your aims are for it?

Include reviews here if you weren't able to fit them on the previous page, and if you have any quotes from other directors/programmers at other venues, it would be great to include them too. The industry is always smaller than you think, and quite often venues will all talk to each other!

Other worthwhile things to include would be any famous or notable cast (if applicable), where the company trained, who are their influences, who you've already got support from and places you have recently toured to.

Tech Info

Don't give your entire tech spec - if a venue is interested in your show they'll ask for it. Do however outline the main basics;

- How long the get in is
- Dimensions of the space required
- Size of cast/tech team
- If you'll be providing a technician
- A couple of sentences on sound/lighting/ set
- Anything else that's major that a venue should know about.

Learning/Wrap around Activities

If you/your company can offer a workshop as well as a performance, it's worth mentioning it here. Many venues look to offer something more than just a show and a workshop/learning activity is a great way to entice them further. But beware of your costings, does it cost you more to deliver these activities?

Marketing/Audience Demographic

Venues will want to know your show will sell. Sadly at the end of the day it does usually all come down to money, here is a chance to prove that it will though!

You can give links to your social media/websites here, and think about what kind of audiences that you're targeting your show at, and then tell them about it. The venue will then decide if they attract those audiences; if it doesn't, then maybe it's not the right venue for you. However, if you have an established audience through mailing lists and social media, this is the perfect opportunity for a venue to attract an audience that wouldn't usually come.

-maybe some examples of what this looks like?

And finally....

Contact Details

Give all of your contact details here, tour manager/producer, company director, yourself - whoever it is that's booking the tour their details need to be clear and here. Also it's important to mention, the time frame of when you're looking to tour (from month x to month x), what kind of capacity/ space you're looking for (many venues have two spaces, be clear about which one you want), how many nights you're looking at, and what kind of deal you're asking for.

Other Stuff

- Do your research and ask yourself - is this venue right for you? There's no use in approaching a 900 seat theatre, when in reality you're looking for a 50 seat studio
- When e-mailing the programmer, be polite and friendly, but get straight to the point. Mention briefly what your show is about (a tag line would be best used here) and the time frame of touring.
- Make it fun and interesting to look at it.

The Deals

There are 3 different kinds of deals. These are;

- guarantee – where the venue will pay you a set fee no matter how many audience turn up, but they will keep all of ticket sales
- Box office split – the most common one, where the ticket sales are split between the company and the venue. This can range from 50/50 to 80/20. There are others.
- Venue hire – this is where you'll be charged for the venue, but you'll keep the ticket sales. This is pricey way of doing things and shows the venue might not be as invested as you are in selling your show.

It's wise not to put how much your show costs on the production pack because every venue will have different sized budgets. You don't want to put venues off if their budgets are small, because you may find that other fees you receive from other venues might help towards those with less money. Equally you don't want to do yourself out of making more money if you charge much less than what a venue usually pays. It's best to negotiate your deal individually with each venue and always know in advance what your minimum is and never accept less. It can be helpful though to indicate which is preferable; a split, guarantee or fee.