UPgrade

Workbook - On the day of the performance

In this workbook we will cover the logistics on the actual day of the performance.
Many of these steps may sound like common sense, but sometimes it is that added touch that leaves a positive mark long after you have left. Little things such as making sure ticket registration runs smoothly including comps (free tickets) and VIP management (VIPs could include special guests from embassies, culture festivals, agents, promoters, partners etc). This includes connecting with the sales people, front of house staff and crew on site to make sure they have got all the information they need. They are the face of your show, and if they are happy, your audience will be as well. It could be worth having a separate table with comps for your VIPs to speed up the process and make them feel extra welcome. By knowing exactly who attended, you can follow up with them afterwards and thank them for coming.

Backstage it is always a welcome gesture to arrange food and drink for the performers and team, especially if you are not able to leave during the day. Even if this is only coffee, tea and fruit – it shows that you care and creates a nice atmosphere. Ask the venue beforehand what is allowed, since some venues have restrictions or prefer you order everything from them.

Other things could include meeting up with your photographer to walk them through the event so they know where and when they are allowed to take photographs and when not to. Journalists also need someone to meet and greet them and show them around.

The more organised, professional and friendly you are on the day, the better it reflects on you and your production and increases your chances of being invited again. Below is a checklist to help you manage the practical aspects of your important day.

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.

Everybody in the production knows exactly what is going on during the day and who is responsible for what

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have handed out copies of a running order (time plan) with full info for everyone involved incl. roles, responsibilities, telephone numbers, parking permits, seating charts, guest lists, wifi-passwords, key cards/codes to doors and all instructions

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

We have an easy way for communication on the day (in-ear comradios, phones, other)

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

We have set aside time on the day for briefings with the artists, team and everyone involved

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

Everyone in the team knows what´s expected of them and have the support they need to do a good job

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

One person is overall in charge of the management of the day and oversees all aspects of the event

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have confirmed which media are attending

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have the necessary insurances in place
(a public liability insurance, PAT-testing of instruments, other)

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.

We have a routine for how to deal with flowers for the performers at the end of the show

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

We have a way of documenting the whole event both front and back stage, as well as the production ON stage, for future marketing purposes

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

(photographer, audio and video recording on stage. You could do video testimonials and reviews, talk to people and build it into you PR and Marketing campaign)

Event management

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.

I have a routine for introducing everyone involved to the people working there on the day

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have set up potential roll ups/stands with marketing material

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have arranged to tables to be set up, in case we want to have a separate place/stands for partners, VIPs, media etc

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

Backstage

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.

The dressing rooms are easy to find and have names of the performers on the door

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

The dressing rooms have hangers and somewhere to place clothes

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have checked in with the staff on site for all things logistics and technical

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have arranged something to eat on the day for the performers and team

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

On the stage

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.

I have set aside time to do a run through and sound check on stage

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have checked technical logistics, health and safety regulations incl. emergency exits

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

The lighting, sound, recording devices (audio/video) have been set up

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

All stage set/props have been checked

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have a stage manager/show caller who knows all the cues

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

If the event is live streamed, I have made sure they´ve got access to wifi and electricity

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

Instruments have been tuned prior to the performance

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

Front of house

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.

I have made sure the box office has all info they need

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have arranged for sales of merchandise and programmes

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have made sure special guests and VIPs are being looked after

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have made sure Journalists are being looked after

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have a dedicated meet and greet area

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

If the event has pre-show talks, the necessary arrangements have been made

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

The venue looks welcoming for the audience

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

If appropriate, have a # for the event visible and invite your audience to take photos and post on-line for added buzz. Make sure this is visible in your marketing material and on you stands.

During the show

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.

I have arranged to meet with sponsors, partners, VIPs, journalists and key people in the interval

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have checked in with the box office and staff that all is ok

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have taken photos of the event and key people for documentation and marketing material

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

After the show

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.

I have tidied up

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have thanked people in the production

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have thanked people who works at the venue

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have collected programmes and brochures

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I have booked a table at a nearby restaurant/place to meet up afterwards

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

I am aware of the time restraints of the venue and leave on time

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

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The success of an event lies within the preparations and setting clear roles and expectations from the start. That goes for the day of the performance as well. It is impossible to be in all places at once, so have a team to support you on the day and give them the necessary information and conditions they need to do a stellar job. What will set you apart is not only having selected team members who are great at what they do, but how well you work together on site. Communication is key, so make this a priority.

Please note that every country has its' own routines and codes of conduct. What might work back home, could be completely different abroad. Do make sure you are able to communicate with people in a language you all understand. Ask about standard practise and read up on hierarchies beforehand so you know who is in charge of what.

Look after everyone in the production and they will look after you and your audience/customers. It is as simple as that.

For each event, create your own running order from start to finish and spend some time thinking about what you can do to increase the logistical flow of the day. Gather everyone prior to the event and talk it through. That will save plenty of time and avoid misunderstandings later.

This is also a perfect opportunity for you to show how much you appreciate people who have supported you along the way, so find a way to give them some extra love and attention.

Name one thing you can add to your routine to increase the flow of the day: