

## Workbook - Post production

In this workbook we will cover what to focus on immediately after an event. Establishing a standardised protocol as a guideline will increase both sales and future opportunities.

Set aside some time to follow up on each part of the production process; the financial aspects, the promotion, the production logistics and the people involved throughout the various parts. It's also important to reflect on the artistic outcome and evaluate how the day – and the entire production – went, and what you learned from it.

### Finance

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 gathered receipts, invoices, final box office revenues and stats, sales of merchandise, documentation, payments and sales numbers

I have settled outstanding bills, fees, salaries and invoices

I have prepared a breakdown of my audience/customers and know what they bought

I have updated my event budget with the current financial status



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 updated my database of contacts

I have updated my website and social media with information from the event

I have collected reviews and testimonials

I have asked for - and received – feedback from the venue

I have collected post-event publicity

I have sent out a welcome email to new people who have signed up to my mailinglist

I have chosen photos, audio and video clips to be included in my future sales material



## Project management

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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 returned any technical equipment that may have been used

## People

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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 met up with the team and the artists to evaluate the process and see if and how the goals for the project were met

I have sent a thank you letter to everyone who has been involved with the event (Artists, ensemble, production team, sponsors, partners, volunteers, the people working at the venue, donors, etc.)

I have followed up with potential leads for new work



My own comments:

## **And that's it. Congratulations on completing this workbook!**

Every person and every situation is unique, so use this workbook as a guideline and add your own categories/topics that are bespoke to you. The most important thing is to have a strategy in place and a process to follow, which you then can learn from and improve along the way.

I wish you every success with your upcoming launches and hope these strategies have been helpful.

Keep shining brightly, ON and OFF Stage!