



Theatre Virtual Learning

Theatre Design & Production & Advanced Theatre Design & Production The Business of Theatre

Date: May 11, 2020



Lesson: May 11, 2020

Objective/Learning Target:

Students will explore the activities associated with the business of theatre.

The Business of Theatre

Let's Get Started / Warm Up Activities:

Besides what actually happens on stage during a production, what other tasks must be completed to make a show successful?





Lesson/Activity

PRODUCING A SHOW:

The to do list of producing a show is never ending. While many connect the need for acting, lights, sound, costumes, etc. Some forget that there is a whole list of duties that must happen on the business side of theatre such as managing tickets, publicity, budgets, etc.

This week you will focus on some of those to do list items.

We will start with *publicity!*

You need to sell those tickets and get audience members to see your show!

~~ON SALE~~
TICKETS
ON SALE
TICKETS
ON SALE
~~TICKETS~~



Lesson/Activity Continued



10 Ways to Sell Tickets:

1. Get people talking.
2. Poster your community.
3. Use social media.
4. Use traditional media: newspaper, radio, television.
5. Be a walking advertisement: clothing with logos!
6. Hold a contest: maybe free tickets for sharing posts online?
7. Create cast incentives: who can sell the most tickets?
8. Get into the community.
9. Ticket rates: special rates given to certain groups?
10. Explore your subject matter.



Practice: Make A Plan

1. Choose your dream show to produce at your high school! It can be a play or musical!
2. Set the dates and times of the performances.
3. Now, you must spread the word and get the community to come see the show.
4. From the list of ten ways to sell tickets, choose two and make a plan and/or design.
 - a. For example, if you plan to use social media, come up with a meme that could be shared about the show.
 - b. For example, if you plan to make a special group rate, decide what groups you would market, what the rate would be, and how to communicate about it.
 - c. For example, design a t-shirt for the show!