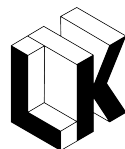




MARKETING TOOLKIT

A PRUDENT MAN Lab Kelpie

2017/2018 Australian Tours



LAB KELPIE

An Australian New Writing Theatre Company.

USING THIS TOOLKIT

This marketing toolkit has been prepared by Lab Kelpie and is designed to assist your venue in preparing marketing material such as season brochures, online web listings and media opportunities.

Please access the tour dropbox for more materials such as media release template, images and video links.

Dropbox link: bit.ly/APMPresenterFolder

This link will not change between now and the end of our 2018 tours, but it will be updated as new materials are created.

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MARKETING INFORMATION

As at: 4 March, 2017

Producer Marketing Contact: Adam Fawcett

Email: adam@labkelpie.com

Phone: 0409 234 618

arTour Contact: Samuel Boyd

Email: samuel@artour.com.au

Phone: 0404 039 450

All marketing enquiries and media enquiries must be directed to Adam Fawcett, unless otherwise arranged.

Please note all marketing materials that are not supplied by Lab Kelpie require approval before being published or sent to print. This includes print (posters, flyers, press advertising) broadcast (TV and radio ads) and digital (website, email).

*Approvals should be sent to the marketing contacts as listed above.
Please allow a 72-hour turn around on all approvals.*

PERFORMANCE AND COMPANY INFORMATION

Performance Title: A Prudent Man

Company: Lab Kelpie

Written by: Katy Warner

Directed by: Katy Warner

Performed by: Lyall Brooks

Produced by: Adam Fawcett

Presentation Line & Billing:

[Your venue presents]

A Prudent Man

By Lab Kelpie

Art Form: Theatre (Drama/Dark Comedy)

Running Time: 50 minutes no interval

Warnings: Strong Language, Adult Themes, M16+

Key themes: Politics, identity, masculinity, treatment of refugees and women.

Teacher Resources Pack: bit.ly/APMPresenterFolder

Subject Areas: Australian History, Politics, Unit 3 and 4 Drama and Theatre Studies (solo performance).

Community Engagement Pack: bit.ly/APMPresenterFolder

OUR HOT TIPS

Use these tips to help promote the show and increase word of mouth!

- Provide incentive to local community drama groups by offering a monologue workshop with our performer.
- Local TV news stations will often be interested in filming part of the show and interviewing the performer due to the politically relevant content.
- Schedule a Q&A for quieter or first nights in your season. They are always so impactful and help spread word of mouth!
- Use social media pull images (available in the dropbox) on Facebook and Instagram to attract younger audiences.
- Make use of our 5, 4.5 and 4 star quotes from previous shows; emphasise that it is an award-winning show that has toured extensively, including being invited to perform at the prestigious New York United Solo Festival in November 2017.
- A great show for senior school students preparing their final drama performance solo; send the show information to local high schools and encourage drama students to come along. Social media works well for this target audience too.
- Social media is really effective for this show! Be sure to share the branded promotional video provided, and consider running a paid promotion on your Facebook account to target people who like “Drama” within a specific area around your venue.
- Consider a ticket giveaway to the first performance on social media by asking fans to like and share the promo video to enter.

SNAP FACTS

A list of short facts designed for box office staff. These facts are smart selling points and interesting details for venue staff to start familiarising themselves with the production. We recommend printing them out and placing them where the booking lines are answered.

1. A Prudent Man is a darkly comical political thriller.
2. A speculative piece inspired by real life political events, the work uses real speeches and lines from politicians such as Donald Trump, Tony Abbott, Kevin Rudd, Margaret Thatcher, John Keys, Joe Hockey and John Howard just to name a few.
3. 50-minute running time, no interval. There is a strict lockout!
4. There is swearing and adult themes and the work is best suited to 16+ audiences.
5. A great mix of comedy and drama, but be prepared for a dark twist at the end!

6. A Prudent Man beat over 400 productions to win the Audience Choice Award at the 2016 Melbourne Fringe Festival.
7. It has been invited to perform at the prestigious New York United Solo Festival in November 2017.
8. Perfect for Theatre and Drama students as an inspiring example of solo performance.
9. ★★★★★ – “Profound and gripping viewing for all.” (Theatre People)
 ★★★★★ – “Theatre at the very top of its game.” (The Music)

TARGET AUDIENCE

Key Audience Segments

Audience Segment	Ideas on how to activate them
Theatre Lovers	Advertise award-winning show that has toured to New Zealand, New York and all around Australia. Focus on the dark comedy genre of the piece and the tour de force performance that Lyall Brooks brings to the work.
Local Drama Groups	Ongoing communication in the lead up to and during the season. Arrange for them to meet our performer Lyall Brooks and offer a monologue workshop or something similar to tie in with the season. There is also the option of the workshop attendees performing their own short monologues as the “second half” of the show after an interval.
High School Students	Speak directly to teachers about the show’s relevant to multiple subject areas including Drama/Theatre Studies, Australian History and Politics. Offer schools group discounts, Q&As with the artists post show and send them the Teachers Resources Pack we have provided you with.
Politically minded	Relevant to people who are engaged in Australian and world politics, particularly given the current resurgence of far-right parties like One Nation, the rise of populist politicians like Donald Trump and major political events like Brexit. Contact local universities and student groups with ticket offers and a targeted campaign to “join the conversation”.
Trend-setters	Venues should exploit the topical nature of the show in their marketing to appeal to audiences who seek out work that is considered “in the zeitgeist”. Highlight the political nature of the work and reference political figures such as Trump, Hanson and Abbott to build interest and intrigue.

Audience Participation Suggestions

Please contact us to pre-organise post show Q&As. Ideally your venue will source a suitable host to conduct the Q&A.

Once your host is booked, we are happy to assist in briefing and providing questions for our performer to answer during the Q&A.

Our performer Lyall Brooks is also happy to speak to people post-show in the foyer and take photos with audience members. Please contact us to book this in.

SYNOPSIS & SHOW COPY

Use these in your marketing material:

Tagline

A PRUDENT MAN is a darkly comedic political thriller exploring what it means to be right...in more ways than one.

Marketing copy (short)

A well-groomed, confident-looking man enters the room and sits on a comfortable and expensive-looking leather chair. A bright light shines on him. There's water and a glass on a table, but that's all. Perhaps this is an investigation. What has he done wrong?

What makes the Trumps, the Abbotts and the Hansons of this world tick? What would happen if their world started to shift ever so slightly?

This award-winning darkly comedic political thriller asks what it means to be right... in more ways than one.

Marketing copy (long)

A well-groomed, confident-looking man enters the room and sits on a comfortable and expensive-looking leather chair. A bright light shines on him. There's water and a glass on a table, but that's all. Perhaps this is an investigation. What has he done wrong?

What makes the Trumps, the Abbotts and the Hansons of this world tick? What would happen if their world started to shift ever so slightly?

Embodying their slogans, mannerisms and headlines, A Prudent Man is an amalgamation of recent history's conservative politicians.

This award-winning darkly comedic political thriller asks what it means to be right... in more ways than one.

★★★★★ – “Profound and gripping viewing for all.” (Theatre People)
★★★★★ – “Theatre at the very top of its game.” (The Music)
★★★★★ – “A powerful and thought-provoking finale.” (The West Australian)
★★★★★ – “Writer and performer have reached the pinnacle of drama.” (Arts Hub)
“Lyll Brooks gives a *tour de force* performance.” (Isolated Nation)

Winner: 2016 Melbourne Fringe Festival – People’s Choice Award

Winner: 2016 Melbourne Fringe Festival – WA Tour Ready Award

Nominated: 2016 Green Room Award – Writing

Nominated: 2016 Melbourne Fringe Festival – Best Performance

Nominated: 2017 Fringe World Perth Festival – Theatre Award

Official Selection: 2017 New York United Solo Festival

Writer and director Katy Warner recently won the 2016 AWGIE for Best Children’s Theatre for *Reasons to Stay Inside* and the 2017 Neilma Sidney Short Story Prize for *The Trip*. Her 2013 Melbourne Fringe play *Dropped* was nominated for two Green Room Awards and has been performed in Melbourne, Sydney, Adelaide and Edinburgh. Katy holds a Masters of Writing for Performance from VCA and a BEd from Edith Cowan University and has worked as assistant director for Melbourne Theatre Company, St Martins Youth Theatre and The French Woods Festival, New York. Her debut novel will be published by Black Ink in 2018.

Performer Lyall Brooks has appeared in the Helpmann Award nominated *North by Northwest* (Arts Centre Melbourne), *The Heretic* (MTC) and *Sunday in the Park with George* (Victorian Opera). He has received three Green Room award nominations for Patricia Cornelius’ *Savages*, *The Pride for Red Stitch* and *The Thing About Men* (Magnormos). Recent TV appearances include *Neighbours* and the final season of HBO’s *The Leftovers*.

VIDEO LINKS

We will provide you with a branded promotional video featuring your venue logo and season dates closer to your season.

Rather than pasting the Vimeo link we will provide you directly into your social media feeds (which has the effect of sending people who click the video to the external Vimeo site and away from your timeline), we suggest you download the video to your own desktop so that you can upload the video directly to your social media accounts.

This will allow users to remain on your site and watch the video directly from your news feed. Please ask us if you require assistance with this – we are only too happy to help.

PRODUCER/PERFORMER INFORMATION

Company/Production Background

Lab Kelpie is a theatre company dedicated to the production of new work by Australian playwrights. We actively seek out works that engage audiences by interrogating with intelligence and vigour how relationships, power and politics function in the twenty first century. As strong advocates of new writing, we support Australian playwrights by commissioning, developing, presenting and touring their work, encouraging our writers to take risks and inspire audiences with the themes and messages they want to explore. Originating from the green hills of Gippsland and now based in Melbourne, Lab Kelpie was founded in 2012 by Artistic Director Lyall Brooks and Creative Producer Adam Fawcett.

BIOGRAPHIES

Lyall Brooks (Performer)

Performer Lyall Brooks has appeared in the Helpmann Award nominated *North by Northwest* (Arts Centre Melbourne), *The Heretic* (MTC) and *Sunday in the Park with George* (Victorian Opera). He has received three Green Room award nominations for Patricia Cornelius' *Savages*, *The Pride* for Red Stitch and *The Thing About Men* (Magnormos). Recent TV appearances include *Neighbours* and the final season of HBO's *The Leftovers*. Musical theatre highlights include *Guys & Dolls* for Donmar/Ambassador, *Sugar* and *Mame* for The Production Company and *Merrily We Roll Along* and the Victorian tour of Company for Watch This. Also an established voiceover artist, Lyall has worked on international animated series *Kuu Kuu Harajuku*, *Sumo Mouse*, *SheZow*, the AACTA-nominated *Flea-Bitten!* and the International Emmy Award-nominated *Get Ace*.

Katy Warner (Writer & Director)

Writer and director Katy Warner recently won the 2016 AWGIE for Best Children's Theatre for *Reasons to Stay Inside* and the 2017 Neilma Sidney Short Story Prize for *The Trip*. Her 2013 Melbourne Fringe play *Dropped* was nominated for two Green Room Awards and has been performed in Melbourne, Sydney, Adelaide and Edinburgh. Katy holds a Masters of Writing for Performance from VCA and a BEd from Edith Cowan University and has worked as assistant director for Melbourne Theatre Company, St Martins Youth Theatre and The French Woods Festival, New York. Her debut novel will be published by Black Ink in 2018.

Adam Fawcett (Producer/Stage & Production Manager)

Adam is Lab Kelpie's award-winning creative producer, having presented their productions since the company's inauguration in 2012. For Lab Kelpie he has produced Neil LaBute's *Fat Pig*, *SuperGirly: Return of the Pop Princess*, Midsumma Premier Event *Elegy* and Katy Warner's *A Prudent Man*. As a freelance producer he recently collaborated with Susie Dee, Nicci Wilks and Kate Sherman to present *Animal*, which was nominated for 6 Green Room Awards in 2016.

PROGRAMMES

Lab Kelpie has produced a printed generic programme (with a two sided gloss) without dates or specific venue branding which will be provided to each venue. Please contact arTour or Lab Kelpie to view this prior to the event at your venue.

REVIEWS AND PRESS

Press quotes & reviews:

"You simply must see this shocking commentary on conservative politics... Lyall Brooks' mannerisms and stutters and body language are perfect... the perfect vessel for Warner's informed and undeviating words and direction... This show is what happens when a small group of brilliant and creative people come together: they make something wonderful."

★★★★★ Dani Rothwell, Theatre People

"This is theatre at the very top of its game: complex, enlightening and thoroughly accomplished... This new text by Katy Warner is as assured as it is incisive... Lyall Brooks gives a brutally exposed hour-long performance deserving of a far grander stage... Lab Kelpie is one of Australia's most exciting independent theatre companies on the rise."

★★★★★ Maxim Boon, The Music

"Clearly inspired by recent Australian politics, Warner's piece has become even more relevant with the rise of populist, conservative movements in the US and Europe. A polished performance... in the space of just 50 minutes, this one-man monologue turns from an extended metaphor to a dark thriller - with a powerful and thought-provoking finale. It is profound and will make you think."

★★★★★ Kent Acott, The West Australian

“Warner’s script is whip-smart...a brilliant piece.”

★ ★ ★ ★ ½ Laura Money, The Australia Times

“Writer and performer have reached the pinnacle of drama.”

★ ★ ★ ★ Mariyon Slany, Arts Hub

“Lyall Brooks gives a Tour de Force performance.”

Daniel Morey, Isolated Nation

“Tight, biting and powerful. Political satire at its sharpest.”

Fiona Anderson, Weekend notes

“From the publicity material, the slick and ease of the production, to the performance itself, this is a truly professional piece of theatre.”

Michael Freundt, Stage Noise

AWARDS

Winner: 2016 Melbourne Fringe Festival – People’s Choice Award

Winner: 2016 Melbourne Fringe Festival – WA Tour Ready Award

Nominated: 2016 Green Room Award – Writing

Nominated: 2016 Melbourne Fringe Festival – Best Performance

Nominated: 2017 Fringe World Perth Festival – Theatre Award

Official Selection: 2017 New York United Solo Festival

SOCIAL MEDIA

Twitter/Instagram: @labkelpie

Facebook: facebook.com/labkelpie

Website: www.labkelpie.com

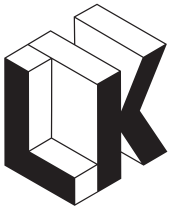
Social Media Suggestions:

Post rehearsal/promo/production images, introduce Lab Kelpie and/or Lyall Brooks and Katy Warner using team photos and bios, reviews from previous seasons, relevant media articles and pull-quote images (see images link) before and during the season.

Post bump-in/theatre arrival pics of the team, particularly any engagements with local groups.

LOGOS AND ACKNOWLEDGEMENTS

Please ensure you use this logo lock up on all promo materials.
The logo lock up can be accessed here: bit.ly/APMPresenterFolder



ARTOUR



The following text is required where space allows:

Tour supported by arTour an initiative of the Queensland Government through Arts Queensland, part of the Department of the Premier and Cabinet.

PROMOTIONAL IMAGES

All images can be found here: bit.ly/APMPresenterFolder

Main Hero Image:



Image credit: Pier Carthew

Other credits: Pier Carthew (for promo images), Adam Fawcett (for production stills)

If you require any clarification or need further information, please contact Lab Kelpie's producer Adam Fawcett on 0409 234 618 or email adam@labkelpie.com

Any material not supplied by Lab Kelpie must be approved **72 hours** prior to production **deadline**. Please forward to adam@labkelpie.com and samuel@artour.com.au and for approval.