Tour checklist

**TOUR COORDINATION**

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|  | **TOUR COORDINATOR** | **PRODUCER** | **PRESENTER** |
| **PLANNING** |  |  |  |
| **Expression of Interest**   * Identify presenters who are interested in programming the production * Compile contact details of interested presenters |  |  |  |
| **Itinerary development**   * Negotiate a feasible tour itinerary that maximises time on the road, minimises touring costs and accommodates venue availability |  |  |  |
| **Community engagement**   * Develop a relationship with communities and design engagement activity tailored to the community and production * Provide support material * Maintain regular contact with presenters regarding community engagement activation |  |  |  |
| **Contract management**  * Write contract * Issue contracts and negotiate finer details with presenters * Seek invoices from presenters for performance fees |  |  |  |
| **Budgeting**  * Calculate performance fees * Negotiate performance fees with presenters * Develop tour budget * Manage tour budget |  |  |  |

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| **GRANT ADMINISTRATION** |  |  |  |
| **Grant submission**   * Seek confirmation forms and letters of support from presenters * Prepare grant application * Financial management of grant |  |  |  |
| **Key Performance Indicators**   * Identify key performance indicators to report back to AQ * Design surveys for audience members, participants and presenters (touring party to assist with distribution and collection of audience/ participant surveys at performances / workshops) * Collate and analyse feedback and statistics for the outcome report |  |  |  |
| **Grant acquittal**   * Seek feedback from presenters and audience members * Write a post-tour report for Arts Queensland including statistic from  the tour * Financial acquittal |  |  |  |
| **LOGISTICS / PRODUCTION / CREW** |  |  |  |
| **Logisitics**   * Book and pay for accommodation, freight, hire vehicles, flights, ground transport * Financial management of petrol and consumables |  |  |  |
| **Production**   * Book and pay for hired production equipment * Seek technical specifications from venues * Negotiate production specific details for each venue * Prepare and provide technical riders to presenters |  |  |  |
| **Crew**   * Source qualified touring technicians * Engage qualified touring technicians and manage their pay, insurance and superannuation |  |  |  |

**MARKETING**

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|  | **TOUR COORDINATOR** | **PRODUCER** | **PRESENTER** |
| **DEVELOP MATERIALS & KIT** |  |  |  |
| **Images** Hero image and production images |  |  |  |
| **Promo footage** Promotional footage for digital platforms and 30sec TVC |  |  |  |
| **Cast and crew bios** Source, edit and distribute |  |  |  |
| **Company info/history** Source, edit and distribute |  |  |  |
| **Marketing copy**  - One liner (10 words) - Short (70 words)  - Long (200 words) |  |  |  |
| **Media release template** Write, edit and distribute |  |  |  |
| **Collateral templates**  - Design poster, flyer, press ad, EDM/eFlyer and other digital assets |  |  |  |
| **Compile content into marketing kit** |  |  |  |
| **Proof read and final approval on marketing kit** |  |  |  |
| **DISTRIBUTE MARKETING MATERIALS** |  |  |  |
| **Distribute marketing kit to presenters** |  |  |  |
| **Contact all presenters**  Follow up marketing kit distribution with phone call to confirm kit has been received and discuss campaign, responsibilities and opportunities. |  |  |  |
| **Producer contact presenters**  Producer contact with presenters to brief in production and discuss how producer can support marketing angles, tactics and promotions on a local level. |  |  |  |
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|  | **TOUR COORDINATOR** | **PRODUCER** | **PRESENTER** |
| **MARKETING IMPLEMENTATION** |  |  |  |
| **Marketing Campaign**  Develop campaign for local market and implement media planning, buying and placement (press, radio, TV, outdoor, direct mail, social, online –banner/display, event listings and adwords,) |  |  |  |
| **Create collateral – print and electronic**   * Edit collateral templates with local information * Seek approval, print and distribute – email, mail box drop, postal, display, publish online |  |  |  |
| **Media**   * Update release template with local info * Seek approval, issue release, pitch to media * Coordinate interviews * Manage media call |  |  |  |
| **Promotions, groups and schools marketing**   * Research local groups, schools and businesses * Research social media and online opportunities (blogs, genre specific websites, facebook, twitter) * Develop promotions for media, database distribution, in store display (ticket giveaway and package night out, merchandise prizes) * Negotiate and distribute promotions   **Other activity**   * Seat drops * Venue signage * Invitations including media and government - local, state and federal members |  |  |  |
| **TICKETING** |  |  |  |
| **Set ticket price** |  |  |  |
| **Manage ticketing platform**Online or traditional |  |  |  |
| **Design, print and distribute tickets** |  |  |  |