Tour checklist

**TOUR COORDINATION**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **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
 |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **TOUR COORDINATOR** | **PRODUCER** | **PRESENTER** |
| **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**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **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. |  |  |  |
|  |
|  | **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**  |  |  |  |