

DEVELOPMENTAL / PRODUCING PROJECT TIMELINE - HERE Artist Residency Program

Beginning of Process (24-36 months in advance)

- Develop project description
- Collect primary artists statements, bios, and past work samples
- Select design staff and other collaborators
- Share digital folder of materials (Dropbox, Google Drive, etc)
- Create developmental project timeline
- Develop initial project budgets – external (plan A) and internal (plan B)
- Research and develop possible sources of support
- Create initial marketing angle and potential positioning statement
- Develop initial strategy for target audiences and community partners
- Start sending out project proposals
- Establish project Website/Blog
- Attend summer artist retreat to develop material
- Rehearse and share public work(s)-in-progress as desired
- Design storyboarding and dramaturgy sessions as desired

12-18 months

- Revise proposal as needed
- Develop and implement individual campaign for large donors
- Revise marketing angles and positioning statement
- Engage target audiences/communities more deeply
- Continue to submit project proposals
- Revise project Website/Blog
- Finalize production dates
- Finalize design staff
- Turn in box office info; set up ticketing services
- Attend summer artist retreat to develop material
- Rehearse and share public work(s)-in-progress as desired
- Design storyboarding and dramaturgy sessions as desired
- Meet with key staff members as often as desired

6 months

- Revise proposal as needed
- Cement marketing concept/positioning statement
- Target audiences/communities engaged more deeply
- Conduct initial tech discussion
- Interview/hire press agent(s)
- Conceptualize promotional design (postcard, brochure, etc)
- Conduct design storyboarding and dramaturgy sessions as desired
- Complete casting, if still applicable
- Negotiate AEA/USA/SSDC contracts, as needed
- Meet with key staff members as often as desired
- Design residency

3-4 months

- Develop press release

- Release long lead press
- Update website
- Solidify rehearsal space
- Finalize designs/ start production meetings
- Finalize internal/external budget
- Further define target audience; send out letters/ticket offers
- Develop and implement crowdfunding individual campaign

2 months

- PR update/mailling/critics letter
- Marketing update
- Begin shopping/budgeting show
- Design check in production meeting
- Artist/staff meet-and-greet
- Postcards to printer
- Design ads
- Snail list exchange and email reciprocal outreach
- Develop VIP guest list

6 weeks

- Send invitations to list of important donors, funders, and VIPs
- Presenters e-blast
- Assess special equipment needs and create strategy for acquisition
- Conduct photocall
- Send out PR listings/photos
- Start rehearsals for premiere

1 month

- Greeter planning for each performance
- Special ticket deal offers
- Postcards & E-blast out
- Plan documentation
- Production meeting
 - Finalize tech schedule and needs
 - Plan for cleaning and storage of sets and costumes
 - Finalize production budget lines

3 weeks

- Department breakout in production meeting
- Rental order/purchase orders
- Staff /artist efforts to promote show
- Press photo out
- Invite staff/artist to opening

2 weeks

- Flyers out
- First round of ads
- Party planning meeting
- Collect program info
- Finalize press kits
- Update box office show info
- PR follow up

- Production meeting

1 week

- Approve and print program
- VIP/ Donor/ Presenter E-Reminder
- Ads out
- Papering
- Dress rehearsal – invite staff
- Delivery schedule with checks attached/purchase orders
- Opening
- Hospitality for cast/crew
- Mandatory all hands on deck for 2 hours prior to opening