**Arts Leadership Plan – n.b. event titles have been added in as they were confirmed.**

**My Specific Role** is Co-Producer of Family Arts Festival strand and Producer of Spellbinding Storytelling Workshop.

This will involve film programming, artist liaison, marketing (I will lead on this), budgeting (I will lead on this), planning and delivery for Family Arts Festival strand (especially Tea Party and Rolling Stones Dance Workshop) as well as all of this for the single event of this strand that I will lead on. I will also do the evaluation and reporting for the group.

*NB. Writing after events: I essentially carried out two leadership roles. As co-producer of the strand I lead on a lot of elements and had to take a leadership role in terms of checking in with my team to make sure we were hitting our progress targets before delivery and then I lead on various elements for the strand. Being the producer of Spellbinding Storytelling meant I have shown leadership in the programming, planning and delivery of the event – producing the event entirely on my own. Below is a plan I made beforehand etc…*

Resources / people I will manage are…. by……………….

Artists – through correspondence and meetings about workshops

Films – through liaising with Programming department to book films

Spaces for events – through talking to events + operations + programming depts. (artifax and programming calendar to check).

Marketing – through leading on copy, branding and marketing plan. Planning all marketing + then producing materials, News post and PR. Arranging distribution.

Projection/Tech – through liaising with Projection about availability and tech requirements with Paddy/PM Studio for my event.

Set dressing – through leading on decorations etc for strand events.

Documents/evaluation – through leading on producing evaluation forms and getting all else ready.

Budget – leading on updating this and making sure we do not overspend as a group.

Evaluation and Reporting – leading on producing evaluation forms and getting figures and stats from Layla then compiling into report and feeding this back to Watershed, especially Louise Gardner.

Plan / Schedule

Planning / preparation *before* the event **for my specific role**:

|  |  |  |
| --- | --- | --- |
| To Do | How | (by) When |
| Initial ideasIdeas and programmingInvestigating Dates/Location for events Follow up meeting for Confirming ScheduleFAF Flyer Joint marketing sign offFirst copy draft mtgFilms / ImagesArtists + workshops + other details MY SIGN OFF DEADLINE!Risk AssessmentsWatershed online copy deadlineWatershed on sale deadlineEvents on FAF websitePlanning Evaluation mtgEmail family contactsProduce in-house marketing materialsDistribute A4 postersMarketing campaign (contact lists)Write Press ReleaseImplement Marketing campaign (1)Call out for volunteers.Scrapstore card for weekendMaking Day with volunteersConfirm catering + Room planImplement marketing campaign (2)Send out local PRDouble checking for launch event! Documents printed + Box of tricks prepared. Finalising plan for day + discussing scenarios / preparing Plan Bs.Delivery event 1.Make sure other events ok - all details confirmed. No questions.Ongoing MarketingResources and finalising materials for Spellbinding Storytelling workshop.Tech for storytelling.Delivery event 4.Reporting and evaluation | Identify artists and PM Studio residents to contact + possible strand themes. Meeting/s with team plus Maddy (Cinema producer), Hannah H (Engagement producer), Claire S (Marketing), Clare R (Pm Studio director and producer) to get advice on strand. Decide ideal dates for events. First contact with artists + magicians via Vic Tillotson. Keep in mind budget (which I will draw up according to what artists we can get/rooms available). Brainstorm loose copy.Liaise with Events department about available spaces, talk through initial plans and get feedback about how they think it will work in the space.Meet with team plus Maddy (Cinema producer), Hannah H (Engagement producer), Claire S (Marketing), Clare R (Pm Studio director and producer) to confirm what is possible and where. Identify individual roles and responsibilities for each event and strand as a whole to finalise and deliver each event. Confirm film programming with Maddy (Film Bank and ICO) if possible. Check budget. Talk to Ops – is it all ok with Layla and Laura W? Check Events dept. have added events correctly to Artifax and check HWW has arranged for tech staff/Projection if needed. Mtg with Ellie about FAF flyer. Give her details + urls for print.Mtg with team to show them draft copy. Ask for films to be booked (Maddy). Images should be sourced and edited once films confirmed.Sign off event details (artist confirmed + tech requirements + contracts sent out + list of actions for delivery drawn up with each team member). <I am dealing with Rolling Stones’ Laura Kreifman and Ben Gwalchmai for Digital Storytelling workshop. Book out tech for Storytelling with PM Studio and Paddy.>Spellbinding Storytelling risk assessment. Show Laura W.Finish writing copy and send to Claire S (Marketing) to check before the deadline. Put online, publish. Cross promote with other parts of Wshed programme if possible.Liaise with Box Office, checking event names, details and codes are correct on tickets.com. Check with Front of House about any special offers/things they need to know. List events on Family Arts Festival website (in time for FAF marketing push which is on **20/09/2013**).Mtg with Licia on Evaluation. As a group we will identify KPIs according to brief and our own ideas. I will produce evaluation form and get checked by Louise Gardner (Comms Manager).Email past Cinekids attenders (check if new addresses from Sept’s Cinekids event?)Produce A0 poster, notice, noticeboard, dcp, foyer screen + other marketing materials.Posters + Faf flyer distributed to tobacco factory, Lounge and other Southville places, Bedminster, Redfield, Bishopston and Central cafes. Especially Lashings. (Family targeted places). Send out to other art organisations to post in staff room.Check group has made general arts organization contacts database (comms and marketing departments) and detailed list for individual events. E.g. if drama, Theatres and drama contacts. If illustration, Drawing classes etc. to target. We will be asking them to share on social media and newsletters/emails (nearer time). Draft PR and get checked by Louise G (Comms manager). Contact arts orgs and others asking to share and spread the word via newsletter in next week/two weeks. Call out for volunteers for launch event on facebook and to other FPs in person by this date.Last opportunity to get scrapstore card from HH or Vanessa. Remember!!Making day weekend before first event. Prioritise decorations. Go to Scrapstore, get materials. Plan, delegate and share out tasks. Talk catering with events if we can get it - rough numbers with events team (will need to keep updating as tickets sell). Sign off for catering numbers is 2 days before the event (17th Oct). Room plan confirmed with Bert. Last minute tweaks probable at this stage. HWW to get all tech ready.Contact arts orgs and others asking to share and spread the word via social media. Ensure events are front line on Wshed.co.uk and weekly email.Send out PR to local press + email local press contacts. Publish newspost on watershed.co.uk. *NB. Hoping they pick up on Oct 19 event and then momentum builds for other events. If we can get lots to launch event the others will sell.*Evaluation forms, consent forms, labels, stickers, other materials for workshops sourced and ready. Signage. Volunteers + Artists confirmed second time. Tech checked/charging. Catering checked + given final numbers. Can we up or down capacity? Finalise plan for day + discuss scenarios / Plan Bs. Plan intro.Delivery of launch event. After consent forms must go to Programming!!!Keep in loop with artists for other workshops. Make sure AD + LH have packs/resources, and that Events, artists and Box Office happy. Check ticket sales. (Delivery events 2 + 3: 26/10 and 30/10)Keep marketing ticking over. Search out any other opportunities (free). Continue front line support + email intro. Front page still if possible. Will have to check this with Claire at time.After launch event. Get feedback and begin to collate. Mtgs with Ben about final materials + prep +tech.Charge tech!Delivery event 4 – Spellbinding StorytellingDraw up report. Get box office figures (sales and customer details). Layla Barron will be able to do analysis and produce excel doc/graphs etc. Short evaluation for each event and strand as whole – write up. Look for Lou as well, she would like to know: What would we do differently? Success? Challenges? Numbers! Marketing report too. Feedback as group on how experience was. Mtg HH, Claire S, Maddy, Louise G. Remember FAF Baseline survey!!!!  | 06/08/201313/08/201315/08/201319/08/201320/08/201327/08/201327/08/201313/09/201316/09/201316/09/201316/09/201316/09/201318/09/201320/09/20320/09/201322/09/201322/09/201325/09/201327/09/201328/09/201304/10/201305/10/201311/10/201311/10/201314/10/201318/10/201319/10/201320/10 – 01/1101/11/201301/11/201301/11/201302/11/201316/11/2013 |

You can see my specific Workshop Plan here:

[http://watershed.co.uk/future-producers/wp-content/uploads/2014/02/Ben-G-Digital-Story-Telling-Workshop-–-Sat-2-Nov.docx](http://watershed.co.uk/future-producers/wp-content/uploads/2014/02/Ben-G-Digital-Story-Telling-Workshop-%E2%80%93-Sat-2-Nov.docx)

Activities / my responsibilities on day of event / during event **for my specific role**:

|  |  |  |
| --- | --- | --- |
| To Do | How | When |
| Set up on dayMeeting and greetingIntroducing the session and BenFacilitating sessionGoodbyes and thank youGet out | Make sure everything is ready beforehand. Get all documentation in order. Get tech in order and make sure it is charged. Liaise with box office.Meet and greet and sign people in. Make them welcome. Drinks.Introduce and formal welcome.Talk to people, check in on them, answer questions, help where needed. Near end make recordings for the app.Say goodbye and collect feedback forms. Keeping in touch cards for sending them follow up email.Pack down, return tech, buy Ben a drink! | 11am1pm1.10pmThroughout session3pm3.15pm |

Health and safety considerations related to my specific role / responsibilities:

-Risk assessment for Spellbinding Storytelling will need to be signed off by Laura W and checked by Hannah Higginson. In my blog there is a detailed risk assessment. <http://watershed.co.uk/future-producers/wp-content/uploads/2014/01/Watershed-Risk-Assessment.doc>

Contingency plans related to my specific role / responsibilities:

Try and run to time. If not cut things out. Make sure I get all contact details and consent forms and know about any problems. If anyone is unwell assist them (know who nearest first aider is – Box Office). If tech doesn’t work, we have back up computers. See Risk Assessment too (above).

**DURING**

Changes I need to make to my plan / ways I need to adapt my approach are……..because………

I have sought the following support………..

Details are in Blog. <http://watershed.co.uk/future-producers/arts-leadership-unit-2-no-4/> Scroll down towards bottom of the post to ‘Delivery’ for an account of the event & pictures showing what happened

**AFTER**

Evaluation - Did I plan for & carry out my role effectively? (refer to actual evidence / feedback related to this where you can).

Details are in Blog.

<http://watershed.co.uk/future-producers/arts-leadership-unit-2-no-5/>

Thorough evaluation with ref to feedback & outcome

Further evidence:

<http://watershed.co.uk/future-producers/arts-leadership-unit-2-no-4/>

Reflective comments about the events embedded within account of the delivery (under ‘Delivery’ towards latter end of the post. Plus, see ‘comments’ at bottom of the post for mentor feedback.