

PRODUCERS' LEARNING NETWORK

PLN FUNDAMENTALS

Spring 2017

| Date | Time | Venue | Content |
|----------------|-----------------|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mon March 20 | 6:30pm - 8:30pm | CSI Annex - large meeting room 4 720 Bathurst Street | Producer's Checklist - presented by Meredith Potter The ultimate to-do list - every step from conception to production is touched upon in this overview session for producers of contemporary performing arts. |
| Tues March 28 | 6:30pm - 8:30pm | FLEX Studio, Artscape Youngplace 180 Shaw Street | Financing Your Production - presented by Mitchell Marcus Now that you know the work's budget, how to raise the money to produce it? A highly practical guide that looks at generating earned and private revenue. |
| Wed April 5 | 6:30pm - 8:30pm | CSI Annex - large meeting room 4 720 Bathurst Street | Writing a Strategic Marketing Plan - presented by Meredith Potter Learn how to formulate an integrated plan that lays out how to spend your hard-earned marketing budget, effectively reaching your target audience with a compelling message. |
| Thurs April 13 | 6:30pm - 8:30pm | CSI Annex - large meeting room 1 720 Bathurst Street | Digital Marketing and Social Media - presented by Sarah Baumann A case-study of using digital advertising channels coupled with savvy social media moves to create buzz and drive audiences to your sites and to your show. |
| Mon April 24 | 6:30pm - 8:30pm | CSI Regent Park - Meeting room 1 Daniels Spectrum | Non-Profit versus Commercial Producing - presented by Tania Senewiratne So basically EVERYTHING is different...but also kind of the same. Learn in what ways, and why. |
| Tuesday May 2 | 6:30pm - 8:30pm | CSI Annex - large meeting room 1 720 Bathurst Street | Contracts - presented by Meredith Potter* A basic guide to the necessary elements required to form a binding agreement. Please bring along your specific questions regarding contracting and intellectual property rights. (*not a lawyer) |
| Wed May 10 | 6:30pm - 8:30pm | FLEX Studio, Artscape Youngplace 180 Shaw Street | Project Management - presented by Mitchell Marcus Learn about the constraints/opportunities of time, scope, and costs in planning your project, and pick-up some super useful project managements tools for events of all kinds. |
| Thurs May 18 | 6:30pm - 8:30pm | CSI Regent Park - Meeting room 2 Daniels Spectrum | How to Take Your HIT Fringe/Summerworks/Indie Show to the Next Level - presented by Derrick Chua Case studies in international touring from one of Toronto's most prolific and successful producers. |