

Wominjeka

La Mama Theatre is on traditional land of the Kulin Nation. We give our respect to the Elders of this country and to all First Nations people past, present and future. We acknowledge all events take place on stolen lands and that sovereignty was never ceded.

La Mama is financially assisted by the Australian Government through the Australia Council – its arts funding and advisory body, Restart Investment to Sustain and Expand (RISE) Fund - an Australian Government initiative, the Victorian Government through Creative Victoria, and the City of Melbourne through the Arts and Creative Partnerships Program. We are grateful to all our philanthropic partners and donors, advocates, volunteers, audiences, artists and our entire community as we work towards the La Mama rebuild. Thank you!

Office Phone: (03) 9347 6948

Office Hours: Mon – Fri | 10:30am – 5:30pm

La Mama HQ 205 Faraday St, Carlton VIC 3053

www.lamama.com.au | info@lamama.com.au

Welcome

We would like to welcome all the artists who have been programmed for our La Mama 2022 Summer season. We have created this information pack with all the details on how La Mama can support your production in terms of Marketing. We recommend you read the details carefully. In 2022 things will look a little different, we have made some changes to our processes, please have a look at our [2022-2025 Marketing Strategy](#) to see what direction we are heading in. We are sadly saying goodbye to our Social Media Coordinator Solange Parraguez as she heads back to Chile for some much needed family time. We wish you all the best Solange! We will have someone new on board very soon in a new Social Media and Content Coordinator role.

Before we get started we would like to point out that this document has a lot of handy hyperlinks in it that take you to websites and other documents. It is intended as a resource to empower and support artists working at La Mama. That being said it is a less valuable resource as a printed document, please consider the planet before printing this document.

Please forward this to your creative team so they can support you with the marketing of your show. After all, marketing your show is a team effort between you, your creative team and us. If you have any questions, please give us a call or shoot us an email.

We look forward to working with you all!

Sophia Constantine



[Sophia Constantine](#)

Marketing and Communication
Coordinator

e | sophia@lamama.com.au

Work days Monday - Thursday



Social Media & Content
Coordinator

Stay tuned for more information
and contact details

Introduction

Successful art marketing is essential in succeeding as an artist. In a nutshell marketing is about getting the right message to the right people, if people aren't aware of your show they won't come. We encourage you to consider marketing from the early stages of your development and not as an afterthought. This marketing pack is to inform you about what La Mama can offer in regards to marketing your show, what you are expected to do and some handy tips to encourage you to drive your own marketing plan.

What La Mama does for you:

- We have dedicated resources to create individual sponsored posts for targeted promotion of all productions at La Mama on social media. As this will look different for all productions please organise a meeting with us to talk through options. And if you really want to delve deeper into the enigmatic world of social media check out our Social Media Tips on page 16.
- We offer free hero images & production photography for all shows programmed at La Mama with professional photographer Darren Gill. See pages 7 & 20 for more information on how to book your sessions.
- In 2022 we will have a greater focus on Multimedia content creation as an essential part of our marketing strategy. This will include four seasonal launch videos created in-house. If you have any footage from a previous run of your production or from a development share it with us to include in the seasonal video. If not we will use the hero image you provide us to feature your production.
- We will create and distribute a seasonal media release that includes all Summer 2022 shows with a week or longer season. This will include an invitation to the opening night of your production for media, industry and funders. Find out more about this on page 18.

- Your production will be promoted through our weekly enews with 8,000 plus (and growing) active subscribers. [Sign-up](#) to our enews to keep in the loop and see your production featured.
- We will create a Facebook event as well as listings on What's On Melbourne and Arts Hub for your production. More information about this on page 15.
- We will design, print and distribute a printed brochure that features your production. More information on page 10.
- We will create a web page for your production on our website. See page 14 for more information.
- We will design, print and organise digital distribution (via QR codes and Trybooking) of your show program. Go to page 21 to download the template.

What We Need From You:

- In order for us to do all the above for you we need you to provide us with all the relevant information via our [Summer Marketing 2022 form](#). You can read pages 7 - 9 to get an understanding of what information we need from you.
- We encourage you to think about creating video, audio and written content to promote your show. We are introducing a designated content hub on our website to upload and share multimedia content. Where possible, we will support you with this but we need you to drive it. We can help you with editing, suggestions and getting your excellent content out into the world.
- The more information you can provide us with to assist in the visual storytelling of your show, the better. We can only spread a message from our end based on the information we have. Don't keep us in the dark! Tag us in your social media posts, send through any pre-show radio or print interviews you get, send through your rehearsal snaps and anything else you think is a positive tool for us to create a buzz around your show.

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Key Dates

DATE	MATERIAL DUE
Mon 8 Nov 2021	<p>Marketing Material Due:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hero images (page 7) <input type="checkbox"/> Production details (page 9)
By Wed 24 Nov 2021	Artist proof brochure & web page
Mon 29 Nov 2021	Brochure design sent to print
Wed 15 Dec 2021	<p>Digital Marketing Materials go live</p> <ul style="list-style-type: none"> <input type="checkbox"/> Webpage live (page 14) <input type="checkbox"/> Facebook events scheduled (page 15) <input type="checkbox"/> Listings What's On Melb & Arts Hub scheduled (page 15-16)
Mon 31 Jan 4 pm	<p>Marketing Meeting</p> <p>We encourage you to invite all members of your team to attend. Please RSVP via rsvp@lamama.com.au when you RSVP for the launch.</p>
Mon 31 Jan 2022	<p>Summer Launch</p> <p>You & your team are invited to celebrate</p> <p>Please RSVP via rsvp@lamama.com.au by Mon 23rd Jan 2022</p>
DRESS REHEARSAL	Production shots (page 20)
1 WK BEFORE SHOW	Show Program Due (page 21)

Hero Images

IMAGE DUE DATE: 8 NOVEMBER 2021

Submit: email sophia@lamama.com.au

A picture tells 1000 words

We really recommend you spend some time and dedicate some resources to creating your image. We can offer you a professional photographer for free! There are limitations to this given Govt. restrictions (read page 8 for more info).

Your image is the audience's first interaction with your show. Think of it as the pre-prelude to your show.

Here are some questions to consider when coming up with a concept and creating your image:

- What makes your work different?
- What is the tone of your work?
- What colours best represent your work?
- What is the best subject to represent your work?

TOP TIPS:

- Think about images that have captured your attention in the past – what is it about that image that made it so compelling?
- You might also like to bounce ideas around with a 'test audience' (friends, family, your local baristas) to make sure your image will really turn heads.
- **DO NOT** put text on your image. Under any circumstances. The media can't use it and it takes up precious space. Let your image speak for itself.

We require 4 high quality images from you in the following format:

1 x Portrait image with no text

1122px width X 1630px height @ 300px/inch

1 x Landscape image with no text

2000px width X 1333px height @ 300px/inch

1 x Square image with no text

1080px x 1080px @72px/inch

1 x Web Program cover with no text

1920px width X 1080px height @ 72px/inch

These images can be the same image in the 4 formats or variety of different images. You can decide based on your creative goals. Please use your SHOW TITLE and PHOTOGRAPHERS name to name your image files.

Free Photography: Hero Image

CONTACT

Sophia Constantine

If you need support with your show image, we have organised professional photographer, Darren Gill (www.instagram.com/darren.gill) who can take pictures of you. Put in a little prep work in terms of thinking about a concept and bring those ideas in with you. It's tricky if you come in and haven't got an idea of what you want. There is limited time and resources to come up with something on the spot. So do the work and you will have a fantastic result.

At this stage we are hoping that restrictions will ease and we will be able to offer outdoor shoots please consider if an outdoor shoot is right for your production. At this stage we hope to offer shoots on:

Tues 26 Oct & Wed 27 Oct*

Please contact Sophia to book in a time.

*These dates are pending Government restrictions and we reserve the right to cancel these sessions if it is not permitted or the weather is against us. With this in mind please think about alternative options for your marketing image. We can change the hero image online at anytime. But the print deadline for the brochure is not flexible.

See examples of Hero Images Darren has done for La Mama below.



Production Details

PRODUCTION DETAILS DUE DATE: 8 NOVEMBER 2021

Submit: via [Summer 2022 Marketing form](#)

We require the following details about your production submitted via the above form. This info will be used for the La Mama website, the brochure, our enews, social media content, online listings etc. Be sure to spend some time getting it right.

- Show Title
- Venue
- Tagline
- Show blurb for brochure (80 words or less)
- Show credits
- Content warnings
- Media quote from works within the past 3 years
- Approximate running time

Keep us updated on any changes e.g. cast and crew changes. This way we can keep all your online marketing information up to date.

TOP TIPS FOR YOUR BLURB:

- Keep things succinct and relevant.
- Use concise language - short, sharp sentences.
- Mention any relevant reviews or awards to give your work authority.
- Address your reader, use words like 'you' instead of 'audiences' or 'people'.

Printed Brochure & E-Flyer

CONTACT

Adam Cass (design@lamama.com.au)

Your hero images and production details will be used to create La Mama's 2022 Summer brochure. The brochure will be printed and distributed around Melbourne, stocked at our venue and sent to our postal mailing list as well as given to all the artists involved in the season (that means you!)

Please see examples of past La Mama Brochures [HERE](#) - In Winter & Spring 2021 we changed the format of our brochure to an A5 size. We will continue this format in our Summer 2022 brochure.

Upon your request (please contact design@lamama.com.au) we can create an e-flyer for you based on the information and images you provide for the brochure.

E-flyers are a great marketing tool to engage with people who don't use social media. Sending the e-flyer to your friends, family and colleagues is yet another way for them to engage with your show (and hopefully book tickets). Remember to send the e-flyer to your creative team so they can send it out to their people!

E-flyer example:

L A M A M A P R E S E N T S
T H E W I L L T O B E
 a s a p a r t o f m i d s u m m a 2 0 2 1

A University Office, 1962: homosexuality is illegal. A lecturer is dismissed. His secret is out. Will he choose legacy or the law?

An award-winning solo show, exploring sexuality, society and shame, laced with the words of Shakespeare.

"Dazzlingly fresh and alive... a captivating performance... completely entralling, and devastatingly romantic"
5 STARS - Adelaide Theatre Guide.

LA MAMA **BAFTA** **2020 WINNER** **midsumma festival**

1 9 - 2 3 A p r i l , 2 0 2 1
 Mon & Tue 6.30pm, Wed 8.30pm, Thu 6.30pm, Fri 8.30pm
 La Mama Courthouse, 349 Drummond St, Carlton
BOOKINGS 03 9347 6948 or www.lamama.com.au

La Mama Theatre, 349 Drummond Street Carlton VIC 3053 Australia | info@lamama.com.au | +613 9347 6948 | www.lamama.com.au

La Mama is financially assisted by the Australian Government through the Australia Council - its arts funding and advisory body, Restart Investment to Sustain and Expand (RISE) Fund - an Australian Government initiative, the Victorian Government through Creative Victoria, and the City of Melbourne through the Arts and Creative Partnerships Program. We are grateful to all our philanthropic partners and donors, advocates, volunteers, audiences, artists and our entire community as we work towards the La Mama rebuild. Thank you!

CITY OF MELBOURNE **Australian Government RISE Fund** **Victoria Government** **Australia Council for the Arts** **CREATIVE VICTORIA**

Posters & Postcards

CONTACT

Adam Cass (design@lamama.com.au)

We will print all show pages from the brochure in a poster format, laminate them and put them at our venues.

Using the image and information you provided, Adam can design and/or facilitate the printing of your postcards or additional posters. The design service is free but printing cost will be taken from your production budget.

Think about **who your audience is** and if postcards are the best way to reach them. Generally speaking we would advise that less is more when it comes to printed marketing materials. There are two reasons for this:

- 1. Environmental impact** – at La Mama we strive to reduce our impact on the planet and hope to encourage you to think about your practice and the way you market your work from a sustainable point of view.
- 2. Social media marketing** is shown to be more effective in terms of audience reach, engagement and cost efficiency. From audience data analysis in 2019 we discovered that on average less than 1% of audience have heard about shows via printed postcards.

But if you are dead set on getting your own printed materials we suggest: 5 - 10 posters and small run of around 50 - 100 postcards for the venue, other local cafes and to have in your bag for face-to-face marketing.

Postcard example:



LA MAMA PRESENTS **C A C T U S**

Written by **Madeline Nunn**

A brutally funny and heartbreakingly honest coming of age story for anyone who is or ever has been... a teenager.

Winner of the ATYP Rebel Wilson Theatre maker Scholarship and shortlisted for the Rodney Seaborn Playwrights Award, **Cactus** was inspired by the ferocity of female friendship alongside the taboos and shame still present in female adolescence.

With a cracking all-female creative team, **Cactus** promises to be a beautifully wrought new Australian play full of insight and humour. This one is not to be missed!

Directed by **Katie Cawthorne**
Performed by: **Ayesha Harris-Westman, Lucy Rossen**
Costume/ Set Design by **Brynna Lowen**
Lighting Design: **Rachel Lee**
Sound Design: **Daniella Esposito**
Stage Manager: **Claudia Howarth**
Produced by **Madeline Nunn**

LA MAMA

SEASON
23 June - 4 July

TIMES
Wed (preview) 6.30pm
Thu (opening) 7.30pm
Fri, Sat 7.30pm
Sun 4pm

VENUE
La Mama Courthouse,
349 Drummond St, Carlton

LENGTH
Approx. 75 minutes

TICKETS
\$30 Adult
\$20 Concession

BOOKINGS
03 9347 6948
or www.lamama.com.au

Image by: **Darren Gill**



ATYP
Australian Theatre
for Young People

La Mama is financially assisted by the Australian Government through the Australia Council – its arts funding and advisory body, Restart Investment to Sustain and Expand (RISE) Fund – an Australian Government initiative, the Victorian Government through Creative Victoria, and the City of Melbourne through the Arts and Creative Partnerships Program. We are grateful to all our philanthropic partners and donors, advocates, volunteers, audiences, artists and our entire community as we work towards the La Mama rebuild. Thank you!



Multimedia & Content Production

CONTACT

Social Media & Content Coordinator

La Mama's Social Media & Content Coordinator will manage La Mama's content production, including support with editorial, video, audio and pictorial documentation of your production.

Content creation has become less a novel bonus to your work as a theatre artist particularly video content. According to [Social Media Week](#) video consumption through mobile devices grows 100% per year, viewers retain 95% of a message when they watch it through a video, they also predict that by 2022 82% of audience web traffic will come from online video. With this growing evidence it is now a necessary inclusion in our marketing strategy to share your work dynamically within the digital space to La Mama's ever-changing audience.

Our Social Media and Content Coordinator will manage and curate all content on La Mama's content channels. They will also create a Summer 2022 season launch video. If you have any video content that supports the promotion of your production and you would like it included in our launch video please email it to sophia@lamama.com.au.

La Mama uses its website, lamama.com.au, as well as social media channels, electronic mailing lists and printed publications like brochures and programs, to share stories about La Mama artists and productions.

Our audiences love learning about what is happening behind the scenes at La Mama - in the rehearsal room, back stage, wardrobe and workshop - especially in the lead-up to your Opening Night. This is a way we can reach new audiences who might know nothing about your show otherwise. La Mama aims to share content to help our audiences engage with our productions on a deeper level and to tell the story of our creative community.

Our Social Media and Content Coordinator will contact you to discuss your content plans and strategies and they will help you execute them in line with La Mama's style guide. However it is your responsibility to drive, plan and create your strategy and content. We can help you with tips and practical support along the way. And of course everything you create we will share widely through our digital channels.

As this is a new role we are still working out the particularities but examples of support they can offer are:

- Assistance with video editing (including making sure the video adheres to our style guide).
- Assistance with social media copy and setting up ads through La Mama channels.
- Support with media release copy.

Designing Your Own Content

CONTACT Sophia Constantine

If you are designing your own flyers, postcards, posters or videos, please ensure the following details are present:

La Mama presents

La Mama is the 'presenter' of your production and so the correct wording for your title will be:

La Mama presents [SHOW TITLE],
a [YOUR THEATRE COMPANY] production (if applicable)

Show Title

Season Dates

Season Times

Venue Information

La Mama Courthouse, 349 Drummond Street, Carlton

or

La Mama HQ, 205 Faraday Street, Carlton

Ticket Prices

\$30 Full | \$20 Concession

Booking Information

03 9347 6948 or www.lamama.com.au

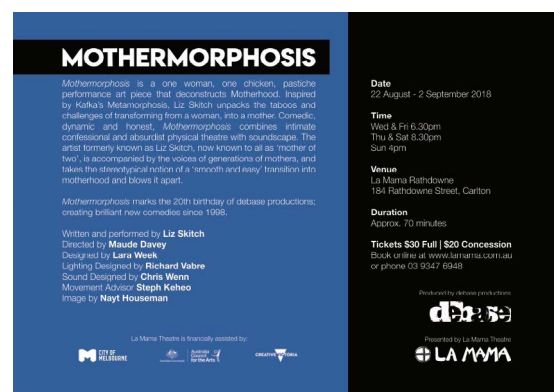
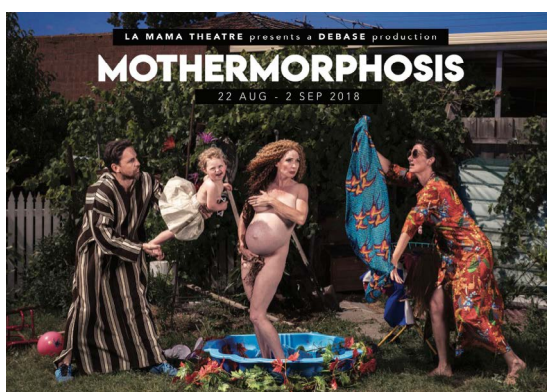
La Mama and Funding Body Logos

[Download Logos Here](#)

Please note:

All self-designed marketing materials need to be proofed by Sophia before going to print or published online. This has nothing to do with your autonomy in designing things with your own style, it is about logo placement and appropriate acknowledgment of our funders.

Example of self designed flyer:



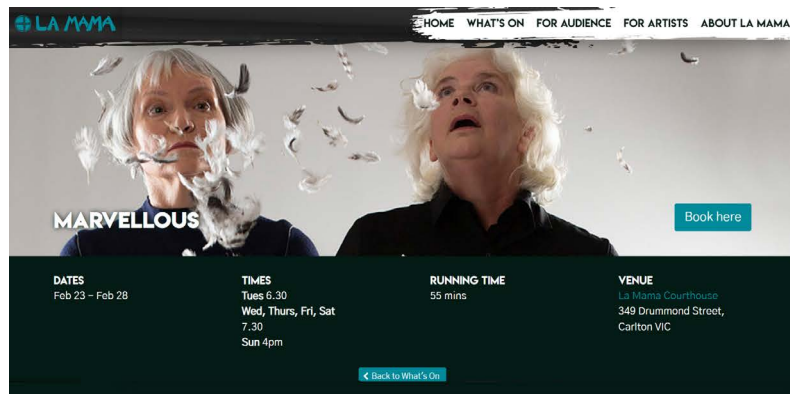
La Mama Website

WEBSITE LIVE BY: **15 DECEMBER 2021**

CONTACT **Sophia Constantine**

We will use your hero images and production details to create your show page on our La Mama website. Please go to our website at <https://lamama.com.au/whats-on/> to see more examples. Sophia will send you a unpublished link to your web page by November 24 to look over. Your web page will be live to the general public by December 15. We can edit the web page for you at anytime, so if anything changes (cast, crew etc.) please let Sophia know.

Example of a web page:



Marvellous is a play about the everyday lives and extravagant, sometimes fantastical inner lives of two nonagenarian women and their 60+ plus daughters.

Marvellous inter-weaves the voices and psycho-physicalities of elderly mothers and their daughters: their connectedness, their failing/falling bodies, their wayward memories and inventions.

There is loss here – of control of faculties, of mental capacity, of bodily functions, of beauty – and a dark physical comedy is discovered in the changing shape of relationships between mother and daughter. There is also tenderness, and compassion for the ordinary pain of our lives together and in the cherished and lovingly curated archives of our human bodies in decline.

I imagine a movement, a change, a rise in her chest

Writers/performers: Hester Joyce and Meredith Rogers

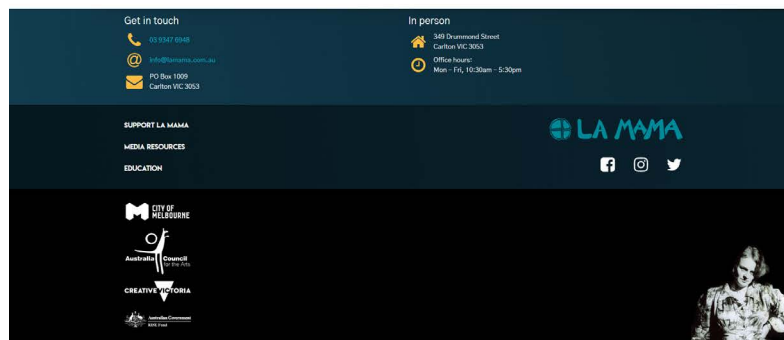
Director/Dramaturg: Maude Davey

Composer: Madeleine Flynn

Lighting Designer: Gina Gascoigne

Stage Manager: Tegan Hutchison

Image by: Ponch Hawkes



Online Listings & Facebook

LISTINGS & FACEBOOK AVAILABLE BY: 15 DECEMBER 2021

CONTACT Social Media & Content Coordinator

Online listings are a great tool to get different people outside of your direct networks along to your show. Marketing your show to a wider audience has the potential to get new audiences interested in your work. Facebook events have the added bonus of having a big chunk of your direct networks in one place.

ONLINE LISTING

La Mama will create events for your production on the following websites:

- What's On Melbourne (from Sept 2020 - Sept 2021 our data shows 11.2% of audience traffic to our website has come through What's On Melbourne listings. We suspect this would be higher if it weren't for the pandemic closures)
- Arts Hub
- Choose Art (This is appropriate if your show has additional accessible performances e.g. AUSLAN, Audio Description etc.)

FACEBOOK EVENT

La Mama will create a Facebook event for your show and share it on our La Mama Facebook page. If you prefer to create your own Facebook event, please let us know and add La Mama as admin to co-host the event.

We provide financial support for sponsored social media posts for your production via La Mama's Facebook. Please liaise with our Social Media & Content Coordinator on the best content and timing for your post.

La Mama Theatre Facebook page: <https://www.facebook.com/lamama.theatre/>

If you don't have a Facebook page that we can add as a co-host for your event, please add as a friend [Mktg LaMama](#) for Facebook administrative purposes:

<https://www.facebook.com/mktg.lamama/>

Even though La Mama creates your event you can and should keep it alive and promote it. Keep it up to date and active by sharing rehearsal photos; set/ costume design sketches; meeting photos etc. Don't forget to tag @lamama.theatre (FB) @lamamatheatre (Instagram) @LaMamaTheatre (Twitter) when posting about your show.

MORE ONLINE PROMOTION YOU CAN DO

You can create additional online event listings for free with other websites. Here are a couple of free listing sites to get you started:

- Weekend Notes Melbourne: <https://www.weekendnotes.com/melbourne/>
- All Events Melbourne: <https://allevents.in/melbourne#>
- Broadway World: <https://www.broadwayworld.com/australia-nz/>

Social Media Tips

CONTACT

Social Media & Content Coordinator

Social media is a powerful tool. Use it! Please provide us with your social media handles for online engagement so we can tag you in our posts there is space in the [Summer 2022 Marketing form](#) to provide them. Remember to share any content with us so we can help you promote things such as preshow media coverage, promo videos etc.

SOCIAL MEDIA AT A GLANCE

Be strategic with your content: It's one thing to post for the sake of posting, it's another to have a strategy that justifies your content. Before embarking on any social media campaign, ask yourself, 'Why am I even doing this?' Is it to generate ticket sales? Is it to gain exposure? Or to connect with your audience? Each of these motives will require different strategies to be successful.

Be personal in your approach: People care as much about the "who" as the "what". Social media research shows that posts written in the first person, with people in the photos get significantly more likes and shares. This means use 'I' to make posts even more compelling. Social media is just that - social. Those participating want to create authentic relationships with real people. You will be surprised at how your followers will embrace your authentic voice.

Be consistent with your posting: In the social media world, more posts equals more likes and more shares. It may seem obvious, but it's true. However, if it seems too easy to be the whole truth, you are right. There's a caveat. If you start posting awesome photos and videos about your production ten times a day, and all of a sudden you take a break from posting in production week and your feed goes blank, your audience will notice. Not only will they notice, but this inconsistency can result in long-term detrimental impacts to your total likes and shares. Not to mention, most social algorithms, most notably Facebook, look unfavourably on a lack of consistency. You can keep your posting content all through production week (arguably the busiest time) with tools such as [Hootsuite](#) that allow you to schedule posts in advance.

Be analytical in your journey: "But, I didn't become an artist to look at numbers!" That's probably accurate. However, what matters is that analytics can give you huge insights into your social media strategies, and optimise what you're doing so you can spend less time on social media. Analytics are built into nearly every social media platform and are relatively easy to use. Examples of analytical insights could include: the time of day people are checking their feed, which countries host the majority of your followers, what languages your audience speaks, and how certain posts perform compared to others.

Handy Resources:

When we talk about social media marketing you can't go past the dreaded topic of Social Media Algorithms. We have compiled some hot tips to boost your algorithms and get more reach. Available [HERE](#).

Producer, April Brenner from [BCauseARTS](#), shared a fantastic PR timeline and social media schedule spreadsheet with us when working on a show. With her permission we are sharing it with you [here](#). Feel free to use it and adapt it to your needs. And don't forget to share it with us!

Social media is ever evolving so we recommend taking some time to research, check out your analytics and experiment with what works for your followers. Check out [Creative Victoria Social Media fundamentals](#).

La Mama Media Release

CONTACT

Sophia Constantine

La Mama receives invaluable support from numerous local media outlets. With over 100 productions per year, our challenge is to communicate everything we present without completely flooding the inboxes of those that support us. For this reason, we are transitioning to a seasonal media release model as outlined in our [2022 - 2025 Marketing and Communication Strategy](#). This means we will create a Summer media release that will incorporate information about all shows with a 1 - 2 week season in one media release. We will draw information from the marketing materials you supply as well as in consultation with our Artistic Director and Creative Producer. As this is a new model we don't currently have an example to share with you, when the media release is produced we will share it with you. We will send this release to media, industry and funders inviting them to the opening night of all Summer shows. We will send a reminder half way through the season to prompt people to RSVP. Sophia manages the RSVP responses and she will book them into the Trybooking system in which you can monitor with your Trybooking link.

OPENING NIGHT

La Mama will hold 15 - 20 tickets from your opening night capacity for media, industry, funders and other stakeholders. If you have special guests you want at your opening night we recommend booking them early and if that isn't possible holding tickets under your name until you have confirmed opening night special guests. We can change the names for you once they are confirmed.

INDIVIDUAL MEDIA RELEASE

An individual media release is a good tool to use when promoting your work to the media. La Mama can design a media release on your behalf and you can distribute it to your contacts. If you would like us to design a media release for you please send your copy to Sophia **6 weeks before** your show opens. If you want to design your own media release please share it with us before you send it out so we can make sure logos are correct and so we can utilise the copy in our marketing campaign across our digital platforms. For some handy tips on writing a media release and following up with media please see [HERE](#).

MEDIA CONTACTS

We can provide you with a list of our media contacts that have given us permission to give their information to you. If you would like this list for your PR campaign please contact Sophia.

Generating Audience

CONTACT

Sophia Constantine

Please be aware that audience generation is a shared responsibility between you, your team, and all of us here at La Mama. Whilst we expect you to do your best to get people along to your show, we won't be upset if the numbers end up a little leaner than expected.

Typically shows tend to fill up towards the end of the season. Shows following the opening night can be a bit of a struggle. Let your cast and crew know to use up any complimentary tickets over the first few nights.

We Recommend

- Closely monitor the Event Summary on Trybooking to identify potential nights that need extra help.
- Don't forget to promote yourself.
- Ensure that everyone involved has the correct promotional material at their disposal - this will make it easier to share content on social media.
- We will monitor the response to your opening night invitation and bookings. If this is low, we will follow up with you to see if you would like to set up any special booking codes or run giveaways for any particular nights.
- Consider any groups, schools or organisations that you might be prepared to send a discounted ticket offer.
- Take photos & videos during your rehearsals for building online engagement. This digital content will give your social media followers more information about your show and generate interest to come.

TICKET GIVEAWAYS

We have great relationships with the student theatre departments at Melbourne University, La Trobe University and Monash University. We also have relationships with other local arts orgs that will share giveaways. If you would like to do a giveaway for your show let our **Social Media & Content Coordinator** know. We can also put giveaways in our Enews, which is sent out weekly on a Tuesday. Please let us know if you would like to do this. Doing ticket giveaways can be a great strategy to generate interest for your show (those who don't win the double pass may still book anyway!). It is also a way to get more bums on seats and conversation buzzing around the work to hopefully pull in more paying punters. If your sales are looking a little leaner than expected we will reach out to you about giveaways.

Production Shots

FREE PHOTOGRAPHY: Production Shots

CONTACT Sophia Constantine

It is required that you have someone take production shots during your **dress rehearsal**. These production shots will be used for media reviews and social media posts. Some media outlets **will not accept** images for their review unless they have been taken during the current production. If you need support for your production shots, we have organised professional photographer, **Darren Gill** who can take your pictures at **no cost to you!** If you would like to use this free service, please get in touch with Sophia 6 weeks out from your show to organise a time.

Please name your production shots:

ShowTitle_People-in-image-LtoR_PhotographybyNAME.jpg

See examples below of some of Darren's past production shots at La Mama:



Green Room Awards

The Green Room Awards are Melbourne's leading performing arts awards that recognise world-class cabaret, dance, musical theatre, opera, theatre and alternative/hybrid performance productions that grace Melbourne's stage each year. Panels of industry professionals who specialise in the different disciplines are responsible for deciding the nominees and recipients. Because of this industry involvement, a Green Room Award is a highly respected accolade for all performing and technical artists.

We encourage you to register your production with the Green Room Awards. There is a \$16.50 registration fee for each production that can be paid by direct deposit. You can include Sophia's details as your ticketing contact and she will manage booking requests. Industry Panels do their very best to get to all registered productions, however registering your production does not automatically guarantee attendance by the Green Room Awards panel members. Registrations should be submitted at least three weeks prior to your first performance to increase the likelihood of panel attendance.

Registration link: <https://www.greenroom.org.au/register/>

NOTE: You are only ever eligible for a production ONCE.

Show Program

CONTACT

Sophia Constantine

La Mama will design and print your show program in black and white A5 for audience every night. We will also print an accessible large print version. Your program will also be available online on our website as a downloadable PDF and plain text Word Doc.

We will require the following details for your show program **one week before your show opens**:

- Show Title.
- Updated show credits (including photography credits).
- Creator and Director's Notes (300 words max).
- Biographies for everyone involved (around 75 words each).
- Acknowledgments / Thank you's.
- High Resolution logos (if applicable).

Please use the [show program template](#) to get you started.

Note:

- DO NOT send bios individually.
- Use your show title to name your document (eg. SHOWNAME_program.doc).
- Where possible, keep the entire document under 900 words approx.