



MARKETING PACK

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 Creative Victoria (Creative Enterprises Program), and the City of Melbourne (Arts and Creative Partnership Program).

We are grateful to all our philanthropic partners and donors, advocates, volunteers, audiences, artists and our entire community. Thank you!

La Mama HQ

205 Faraday Street Carlton VIC 3053

La Mama Courthouse

349 Drummond Street Carlton VIC 3053

Office Hours: Weekdays 11am - 4pm

Box Office opens 4pm performance nights

12pm for Playreadings and 2pm Sundays

Office (03) 9347 6948

General enquiries: info@lamama.com.au

Ticketing: ticketing@lamama.com.au

Website www.lamama.com.au

facebook.com/lamama.theatre

instagram.com/lamamatheatre/

twitter.com/LaMamaTheatre



Detail of a production shot from *By Jane's Hand*, by Darren Gill

La Mama Media Page: <https://lamama.com.au/media/>

La Mama strives to be an environmentally sustainable organisation.
Please consider the environment before printing.

INTRODUCTION

Welcome to La Mama Marketing! In this very noisy world we try to help you understand how you can stand out from the crowd, target the right people and bring in as many or as few audience as you like.

Marketing at La Mama is by necessity a collaboration, and the work that we do should be considered by you as support for your own marketing efforts.

We love all our artists and we want you all to succeed in getting as much audience as you want. But it is really up to you. We will support you generally, but you need to do the specific work yourselves, targeting your audience and contacting media. We can't say this enough: begin early. Marketing should start well before rehearsals.

Read through this pack, and find out all that we offer you by way of marketing support – plus a few pointers for your own marketing work.

OUR THREE TOP MARKETING TIPS:

1. Read every single email that we send you
2. Note every single deadline that we give you in your calendar and work backwards from there
3. Begin your marketing **EARLIER THAN YOU THINK YOU WILL NEED TO**. By this we mean your strategy, your calendar and your media release – all should be complete and ready to rock the moment your season is launched online by us.

PART ONE LA MAMA PROVIDES:

1. Hero Shots



This is the photo that will come to represent your show. Think carefully about

- **Your concept**
- **Colours**
- **Tone**

Take a look at our Instagram feed for ideas. How will your photo stand out from the crowd? How will your photo stop people scrolling and compel them to look, then press book? How can an image capture the essence of your show in a way that makes people want to come see it?

Darren Gill takes an exceptional photo – and if your show is a La Mama primary season show he can do yours for free. His shots are beautiful and thoughtful, they're the correct dimensions and together they create a cohesive season.

Keep your eye out for his email offering you times to shoot your hero shot. You'll have one hour which includes your set up and your pack down, so be ready to go as soon as your time begins, and think about how you can simplify the process.

Our free hero shot service is recommended but not compulsory. If you don't use our free hero shot service, please ensure you submit your shots by the **MARKETING INFO DEADLINE** and that your photos are in the correct dimensions, file-named correctly and contain **NO TEXT**. Please understand that we mean **no text at all**.

The dimensions/sizes we require:

- 1 x High Res Square image with no text 2160px x 2160px at 300px/inch
- 1 x Low Res Square image with no text 1080px x 1080px at 96px/inch
- 1 x High Res Landscape with no text 3840px wide x 2160px high (minimum) at 300px/inch
- 1 x Low Res Landscape with no text 1920px wide x 1080px high at 96px/inch



Please base the file name of each version of the image on the following example: ShowTitle_ImageDimensions_PhotographerName

eg (first image above) ArtemisUtterMess_HighResLandscape_DarrenGill

*A COUPLE OF NOTES ABOUT HERO PHOTOS

We cannot use images that are too small or too large. As much as possible stick to the dimensions as listed above. A good rule of thumb is that the high res versions should have a file size of at least 1MB. If your high res shots are less than that, and your dimensions are less than those that are outlined we will most likely **NOT BE ABLE TO ACCEPT THE PHOTO** as the quality will be substandard. If your images are above 15MB we may have trouble downloading and storing, so please ensure they're smaller than this.

Please ensure your image works as landscape and square. We will most likely not be able to accept a portrait (shaped) shot.

Ensure that you have the rights/license to use the photos that you submit. Either they belong to you, you have permission from the photographer, you have paid for the image license or you have used a free stock image.

2. Website

Each show will have its own webpage on our website, with a BOOK NOW button that takes the user to your TryBooking page.

The information that you enter into the marketing form will go on this page exactly as you've written it. Please double check your title, and all spelling, ESPECIALLY the names of your artists.

We understand that sometimes you don't have all the names of all the creatives by the marketing form deadline. No worries, we can make changes to the website. If you know there will be changes please do your best to consolidate them and send all at once to avoid delays. If there are gaps in your info eg you don't have all cast members yet, don't write TBC – just leave it out until you have the info. Again – anything you put in the marketing form will end up on your webpage as you wrote it.

When posting about your show please always use the URL of your La Mama webpage, not the TryBooking page. There's important information on the La Mama page that the audience shouldn't bypass.

3. Brochure

We are moving away from paper and have changed the brochure in the last year to a simple DL fold out. It will give the name of your show and a line about it. You will be asked to proof, but because there won't be much for you to proof there'll only be a couple of days turnaround. If we don't hear back by the deadline, we can assume that you're happy with the info in it.

4. What's On Listing

We manage a listing per primary season show on What's On Melbourne. Feel free to add your show information to other listings that you may have access to for online presence.

5. Media Release

We write a whole season media release and opening night invitation which goes to our extensive VIP and media list. We've created a simple process for media/VIPs to choose which opening nights they'd like to attend. We also send out a reminder mid way through the season.

We encourage all of you to create your own individual media release specific to your show. You write the copy, then send to us, we design it in the La Mama house style with all the correct logos and brand wording.

We send it back with a media list which you can then send your release to. It's up to you to follow up, and take media requests. We also add it to our media page, which you're welcome to look at for media release samples here:

<https://lamama.com.au/media/>

Please give us a minimum of two weeks to design it. We recommend that you begin working on this document as early as possible so that once we've launched the season you can send it as early as necessary according to your season dates.

6. Social Media – Organic

Great for brand awareness. We use Instagram, Facebook and X (Twitter).

<facebook.com/lamama.theatre>
<instagram.com/lamamatheatre/>
<twitter.com/LaMamaTheatre>

We have large seasons so are limited in how many posts we can do for each show. For primary season shows: we will put out a post about your show, then around opening we will share production images in a further post. For Explorations and Playreadings we don't do individual social media posts. We can do lots of Instagram stories so do tag us in any you do. We can't always share everything, but we do share a lot, so keep tagging!

Also do complete the handles section of the marketing form. If you have active Instagram or X users on your team and they're happy to be tagged, add their handles to the list. We can then tag you, and vice versa, making the sharing of content easier.

If you want to create a Facebook event for your show feel free. If you make it from a business page rather than a personal page you can invite La Mama Theatre to co-host (note this is La Mama Theatre not Mktg at La Mama). Once you've invited La Mama Theatre send me an email to let me know – we get many notifications a day and the invite may get lost otherwise.

7. Social Media - Paid

We create a low budget Meta ad for all our primary season shows. You may like to discuss adding budget to it. This is a simple process, that can extend the reach and/or the length of time an ad is showing. In this case you'll decide whether you want to have the extra budget taken from your production budget or from the door takings. Either is possible, it just needs to go into an email to myself and Caitlin Dullard.

8. Production Shots

Darren Gill (or one of our other listed photographers if Darren is unavailable) takes stunning shots. This will be of your final tech/dress - no audience.

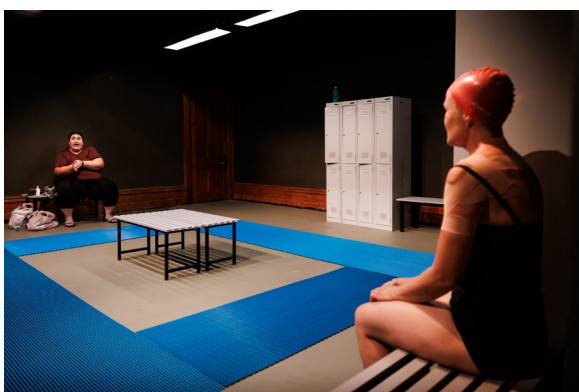
The images belong to us but you can use them for publicity for future iterations of your project - you must simply credit the photographer. Darren will contact you about these.

You get 90 minutes including if you start late or take a break, so once that time is locked in do your best to meet it - or if it has to change let us know early as possible in case Darren is unable to change. If your show is longer than 90 minutes you can always choose the moments that you need shot.

These images are all uploaded to website media page:

<https://lamama.com.au/media/>

...and we share a selection on social media around your opening night.



Some recent production shot examples (all by our in-house photographer Darren Gill)

9. e-flyer Postcard

We can design an e-flyer for you, just ask and please give Adam two weeks to put it together.

10. Flyers/Posters

If your particular audience will need this, do come and discuss with us. We can design these for you but we really need you to consider if it is absolutely necessary and we try to keep print numbers down. We will create the design but you'll need to pay for printing.



***AN IMPORTANT NOTE ON EXTERNAL DESIGN

If you choose to have a poster/flyers created by someone external to La Mama, no problem. But you must send us the design to proof before you distribute it or send for printing, as we need to check wording is correct and logos all present and correct.

11. Weekly Enews

The week of your show you will be featured in our enews. If you agree to doing giveaways to your show you get an extra promo as these occur a couple of weeks before you open. All shows will be included in a seasonal enews brochure sent out just as the season commences.

12. Show Programs

There are two versions of our show programs: **print & online**. As we move towards a more sustainable model in everything we do, greater emphasis is being placed on including all of your show's information in our online program. We will retain print programs into the future, but there is only room in them for the most basic information.

Importantly, too, we don't allow you to create and print your own program for your show, as we have several requirements in terms of company and funding information that need to be included in them, and we are serious about reducing paper wastage.

Please see Point 6 in Part 2 of this marketing pack "What We Need You To Drive", for more information about the information you should provide to us for your program.

13. Marketing Meeting

Compulsory to attend. We try to have this meeting well before your marketing forms are due, in case there are questions on the content required. We talk through how we support your marketing, and we discuss what you can/should do for yourselves in terms of marketing. Unfortunately we don't have time for one on one meetings with all the shows, so this marketing meeting is a really important one for your calendar. If you can't make it, find someone in your team who can. Take notes. And if you end up bringing someone new on board to take over marketing, hand your notes on to them.

14. Online Launch

We will launch the season online on a particular date that you'll have in your calendar. We will launch the season on social media, and send a whole season media release and invitation to VIPs and media. Once this has taken place we'll send you a quick email to let you know. If you can share the social media announcements – wonderful. Once this has occurred you can go for it in terms of your own marketing – send out your media release, do your own social announcement, fire up your Facebook Event page, call all your mates and tell them to come along. Before this date you should not announce your show or use the hero shots. But do start putting in place your targeted relationships, so that once we launch you can send them an email and let them know that now is the time to book!

PART TWO WHAT WE NEED YOU TO DRIVE:

1. Marketing Form

We need thoughtful, clever, exciting, unique, inviting and correctly spelled responses on the marketing form. Start it early so you have time to think about it and are not submitting something that has been rushed. Remember – this is what will drive an audience to your show. Questions will include:

- Show title
- Marketing contact name and contact details (internal use only)
- Show tagline – must be less than 100 characters
- Show blurb (80 – 100 words approx)
- Show credits
- Image credit
- Media quotes from previous work
- Approx running time
- Content warnings
- Accessibility information
- Logos
- Image confirmation info
- Alt text for images
- Confirmation of right to use image
- Your company social media URLs
- Social media handles of willing team members
- Your company website
- Target age if for kids
- Video links

You must adhere to the deadline for this. We are working across at least three seasons at any one time and cannot chase people up. If you don't send it in, it'll simply mean that your webpage may go up late or your info may be left off the brochure. If you get stuck on anything – just send an email.

2. Concept Consideration

If it feels like we're repeating ourselves it's because we are because this cannot be understated. In considering how to best sell your story via marketing, stay clear, stay concise, be thoughtful as to how you can tell the story through tiny phrases and image.

3. Media Release

Each show should have one. You write the copy, send it to us to design, we'll give you a media list, you send it out. Then – let us know of any interviews, any articles, any press that you get / come across so that we can share it too.



LA MAMA PRESENTS
TELEVISION IS FURNITURE'S PRODUCTION OF
**THE MYTH, PROPAGANDA
AND DISASTER PROJECT**
FOR THE 2023 MELBOURNE FRINGE FESTIVAL

2001: *Terrorists fly two planes into the Twin Towers New York. The war on terror begins.*
2003: *Playbox stages its first production of Stephen Sewell polemic contemporary classic.*
2016: *Robert Reid writes Heirs of America, a sequel to Sewell's play*
2017: *Donald Trump is elected president of United States of America*
2023: *Both plays will be performed back-to-back for the first time ever.*

This year is the twentieth anniversary of Stephen Sewell's classic political thriller set post 9/11. This will coincide with the premiere production of the Robert Reid written sequel. With a shared cast, both pieces will be directed by Rob Reid and performed at the historic La Mama Courthouse Theatre for the 2023 Melbourne Fringe Festival.

Myth, Propaganda and Disaster in Nazi Germany and Contemporary America By Stephen Sewell
Someone must have been telling lies about Professor F for, without having done anything wrong, he was arrested one fine morning... A controversial Australian academic in a paranoid America. The Twin Towers have fallen and the seeds of fascism are being sewn. Professor Finch is haunted and hounded by a mysterious and violent far right wing monster that only he ever sees.

Myth, Propaganda and Disaster and the Heirs of America By Robert Reid
Someone must have disagreed with Sophie online for, without having done anything wrong, she was arrested one fine morning... An outspoken political activist and student in a conspiracy theory obsessed Australia. Sophie has attracted the attention of the alt right mob, being harassed online and in real life, even though no one else seems to believe her. Set in the same world as Sewell's play of 2003.

Both pieces play back-to-back on the weekends of Oct 14/15 and Oct 21/22.

PLUS on Saturday Oct 14, Dr Rob will present an edu-cabaret lecture 'Myth, Propaganda, Disaster and the Australian theatre with Dr Rob.' at 2pm. Dr Rob Reid, with a PhD in Australian Theatre History always delivers insightful, fun and revelatory theatre lectures.

SEASON DATES: OCT 11 – 22, 2023
Check La Mama's [website](https://www.lamama.com.au) for full dates, times & details

For Tickets, Interview requests or images info@lamama.com.au

La Mama Theatre, 205 Faraday Street Carlton VIC 3053 Australia | info@lamama.com.au | +613 9347 6948 | www.lamama.com.au

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4. Major Changes

Changes in your title, dates, preview/opening – what we consider major changes need to be sent straight to Amber Hart. No one else can act on these changes unless they've been approved and sent to us by her. So please send anything major like that as quickly as possible to Amber, noting of course that there are a couple of deadlines after which you are unable to make major changes. These deadlines will be made clear in emails from Amber and from marketing.

Just send marketing changes: additions/edits to website etc, to Georgina and Ruiqi.

5. Your own Marketing Strategy and Calendar

This can be as simple or as complex as you need, but is non-negotiable - you must reach out to your own audience. We talk through some ideas in the marketing meeting, so be sure to attend.

6. Program Information

You should provide up to 450 words of copy for the print program, and then as much copy as you desire for the online version. You can (if you want to) also include headshots in the online program, and really anything else that can be put into or linked from an online document. It's completely acceptable, of course, for the online program to be identical to the print one. The extra space is just there if you want or need to use it.

The print program usually includes cast and crew credits, any acknowledgements that you have, and a director's/ writer's/ creator's note if you want to include one or more. But please keep it under 450 words in total. Some people elect to include biogs instead of the above in their print program, which is perfectly okay, as long as the word limit is adhered to.

The online program can include whatever you like... but please, instead of formatting show names in any biogs you include in italics, use 'quotation marks', as screen readers have trouble with italics.

We will also find space for whatever logos and/or funding acknowledgements you are obliged (or want) to include.

Adam will contact you in the weeks leading up to your production to remind you to send all of this to us, as well as providing you with a deadline for when we need it. Please look out for this reminder, as if you don't provide us with your program material in time, you won't have a program for your season.

View the online versions of our current show programs here:

<https://lamama.com.au/la-mama-show-program/>

Our online version of the program (including cast and crew biographies) can be accessed either via the La Mama website www.lamama.com.au/la-mama-show-program/, or by scanning this QR code...



 LA MAMA

Office Phone: (03) 9347 6948
Office Hours: Mon – Fri 11am – 4pm
Box Office opens 4pm on performance nights, 12pm for
Play readings and 2pm Sundays
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ADA BY DORA ABRAHAM



JULY 5 - 16, 2023

ADA

Written by - Dora Abraham
Directed by - Laurence Strangio
Produced by - Zed Kennedy McCracken & Andreas Petropoulos
Performed by Anette Aghazarian, ADA, Leigh Scully & Meg Spencer
Stage Manager: Ella Campbell
Set Design by Moya Lucy & Laurence Strangio
Costume Design by Becky Silveira
Lighting Design by Julian Adams
Sound Designer / Composer: Jack Burnmeister
Audio Visual Content by Simon Bowland
Design Consultant: Matteo Davies
Intimacy Coordinator: Lucy Payne
Combat Choreographer: Myles Tankle
Technical & Creative Support: Ruiqi Fu
Photography by Darren Gill

Writer's Note

"Alexa, should we trust you?" reads the headline of a 2018 article full of then-revelations about the gendered voice that lives in most people's phones and homes. It started a new sci-fi obsession that I've been fascinated with for the past 5 years. I wrote the first draft of 'ADA' in 2020: scenes of an AI as an embodied character immersed into a not-so-nuclear family. We already know how she'd behave, but how would the humans? The concept (Detroit: Become Human, 'Black Mirror') isn't new, but what continues to captivate me are people and their relationships. Artificial intelligence is a hot topic now – especially for the future of the arts – but this play reflects not on what technology is doing to us, but what we are doing to and with our technology.

Director's Note

"Will I dream?" - HAL9000 in '2010: the year we make contact'

I first fell for 'ADA' on paper - this script with its enigmatic structure, complex ambiguities and hopeful but flawed characters. But in rehearsal it has become surreal... I Our current phobic obsession with Artificial Intelligence makes much of 'data' and 'accuracy' and whether generative AI can 'tool up' or 'be creative'. We are seen as the ones most at risk, but it is we who are driving this technology. There is little public discussion of the impact these interactions with AI have on our own relationships. And little consideration of the objectification of these slave-like entities we are developing and exploiting. There is an ethical responsibility in the creation of sentient consciousness, and the provision of 'Laws of Robotics' is more for our own comfort and security than for any real moral purpose. Not every decision can be reduced to a binary algorithm.

ADA poses questions about this desire to control and the consequences of withdrawing from reality and reinventing memories. Like "the artist", the AI is also present. While we live with ADA, ADA also has to live with us. What lessons are we imparting, and what lessons are we learning?

"If you gaze into the abyss, the abyss gazes also into you."
- Nietzsche

Special Thanks - Amber Hart, Hayley Fox, Scott Middleton (movement advice), Cait Spiker, Lucy and Myles, Matteo Davies (picnic rug & other creativity), Alex Hiscock, Keegan Bragg, Emile Culler, Ramonito Cortes, Pamela Westwood, Belle Hansen (Frenzy Theatre Co.) and particular special thanks to Caitlin Dillard and all the staff at La Mama for their creative support.

7. Accessibility

You will be asked in the marketing form to select the accessibility ratings that best match your show, so that audiences that are hearing or vision impaired may decide if they'd like to attend.

You can consider embedding accessibility features into your show. Some examples might include an Auslan interpreter, a relaxed performance or captioning your show. Consider this early as it's usually not something that can be tacked on at the end, and may require time and budget.

Be thoughtful around this; there are many people who want to attend shows if they know that the show is accessible to them. This is a great way to broaden your prospective audience, as well as ensuring access for people who sometimes miss out.

Find out more in the La Mama Access Guide & Checklist for Artists: <https://lamama.com.au/app/uploads/2023/09/La-Mama-Access-Guide-and-Checklist-for-Artists-2023.pdf>

8. Livestreams and On Screen

You have the option at La Mama for one (or more) of your performances to be live-streamed.

For potential audiences that simply can't get to the theatre this is a terrific way to see the show. That includes people who physically can't get here, people avoiding theatres for Covid reasons, as well as people who live regionally, interstate or overseas.

For you as artists this can contribute to broadening your reach as well as your earnings. Sometimes when shows have sold out the livestream is the only way people can see it. Anecdotally, audiences love the live-ness of the livestream – the feeling of being in the room, that anything could happen, and it is a popular option.

La Mama On Screen happens after the season is over. A recording of the show is made available for a couple of weeks. Again it allows new and distant audience to see your work plus is another way to continue selling the show once the season is complete.

Find out more in the La Mama Online pack: https://lamama.com.au/app/uploads/2023/10/La-Mama-Online-Pack-09_05_23.pdf

Optional Extra: 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 Georgina'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.

ANY QUESTIONS: PLEASE ASK

All the relevant marketing email addresses are included in the Marketing Email, so do get in touch with us if you need to discuss anything or have any questions about the material in this Marketing Pack. We look forward to working with you!