

Roadcase Program Outline



CAIRNS BOTANICAL GARDENS VISITOR INFORMATION CENTRE **FRIDAY 20 MARCH 2015**

WINTON TOWN HALL **TUESDAY 24 MARCH 2015**

TOOWOOMBA EMPIRE THEATRE **FRIDAY 27 MARCH 2015**

WELCOME & INTRODUCTIONS 10AM – 11AM

Who is arTour? How do we support Touring in Queensland?

Who's in the room? An opportunity to hear about each community, what's challenging, what's worked in the past, and what are you looking for.

PRODUCTION PITCHES 11.15AM – 12.30PM

A look at some of productions available for touring in 2015 & 2016 featured at Queensland Touring Showcase.

LUNCH

(Lunch will be provided)

PROGRAMMING 1.15PM – 2.15PM

Viability – What's the cost of presenting a touring production? Determine what's affordable by looking at budgets and ticket pricing.

Funding & Support – what other income streams are available? A look at other revenue opportunities and different forms of support.

MARKETING 2.15PM – 3.15PM

Marketing and Audience Development – Who is the work for? How will you get them through the door? Practical marketing strategies and audience development ideas.

Timing – An outline of the key time frames and deadlines that are critical to developing tours, including those regarding marketing, funding, and planning.

AFTERNOON TEA

(Refreshments will be provided)

OPPORTUNITIES AND REVIEW 3.30PM – 4.15PM

What new circuits, collaborations and partnerships are possible, both within individual towns and across various regions?

What other types of productions/projects are you looking for? How else can arTour support regional presenters?

Which productions would presenters most like tour to regional Queensland?

ROADCASE EVALUATION AND FEEDBACK 4.15PM – 4.30PM

ARTOUR



arTour is an initiative of the Queensland Government through Arts Queensland, part of the Department of Science, Information Technology, Innovation and the Arts.

artour.com.au