

CREATIVE BRIEF:

TITLE OF SHOW:

DISCIPLINE(S):

CONCEPT OF SHOW:

PERSONAL OR CREATIVE BACKGROUND OF ARTIST OR ENSEMBLE:

AWARDS, HONORS, DISTINCTIONS:

What is the proposition to the press about your show? What are you trying to achieve creatively with the work? What is new and exciting about the project?

Why is it true? Research, back it up!

What is the tone of work and does it match the look and feel of the publicity campaign?

What sets you apart from the other events going on around town or how are you similar? Know your competition. RESEARCH YOUR SHOW DATES IN ADVANCE TO KNOW ABOUT COMPETING EVENTS

Who is your target audience? Is there more than one for your event?

What will they see? Hear? Experience? BE DESCRIPTIVE.

Position your work within your discipline historically. What artists or movements have influenced your work?

National angle (part of a US tour, artists from other cities working on production, etc.):

Local angle:

Cultural angle (is there a specific, cultural tradition your work comes from?):

Novelty angle:

Is the work topical? Any connections to current/world events?