



2019 EVENT BRIEF

DUE DATE: January 15, 2019

Email to: communications@ford.lacounty.gov

COMPANY NAME:

TITLE OF SHOW:

PERFORMANCE DATE:

START TIME:

(Gates to the Ford will open 2 hours before performance start. Doors to the theatre will open 1 hour before performance start)

INTERMISSION START:

INTERMISSION END:

PERFORMANCE END TIME:

ESTIMATED LENGTH OF SHOW:

(Note: Show length may be no longer than 3 hours.)

CREATIVE AND PRODUCING TEAM

List below the name, phone number and email of each team member you currently have in place. If you do not have someone in that position yet, leave it blank and update it later. If the same person is filling multiple roles, please note their name for each role.

	NAME	EMAIL	PHONE
PRODUCER/DIRECTOR			
LIGHTING DIRECTOR			
PRODUCTION MANAGER <i>Communicates with Ford Production Division to prepare for performance.</i>			
EVENT SERVICES LIAISON <i>Coordinates with Ford's Event Services Manager to plan receptions, VIP experience, theatre access and parking needs. On call day-of-show to coordinate artist load-in, receptions, VIP, etc.</i>			
BOX OFFICE LIAISON <i>Receives weekly ticket sales reports to distribute to your team. On call day-of-show to respond to ticketing related questions.</i>			

MARKETING MANAGER <i>Executes advertising and promotions campaign for your event and liaises with Ford marketing team for season campaign and new audience initiatives.</i>			
SOCIAL MEDIA MANAGER <i>Manages your social media accounts and interfaces with Ford’s social media.</i>			
PUBLICIST <i>Generates advance publicity for your event and manages press attending your event.</i>			

PUBLIC CONTACT

Ford staff use your creative brief and ticket information to answer questions from the public regarding your event. If Ford staff cannot answer a question about your event or organization we will direct the inquiry to the following:

PHONE:

EMAIL:

CONCEPT OF SHOW

1. **Provide a description of your event. What will audience see, hear, experience?**
Please include information about the number of performers, live music and instrumentation (if applicable), costuming, props, use of the theatre space, scenic design (if applicable). Give us the full picture.

2. **What is new and exciting about the project for your group and/or discipline? If this show has been done before, what is different this year?**

3. **Are there any warnings we should provide the audience (e.g., age restrictions or special effects such as haze, strobe, gunshot or fire)?**

PERSONAL AND CREATIVE BACKGROUNDS

1. **GROUP BIOGRAPHY including AWARDS, HONORS and DISTINCTIONS:**
(This information should be factual; if you include phrases like “hailed as the best...” back it up with proof of recognition—critics’ quotes, awards, links, etc. Be as specific as possible.)

2. **GROUP LEADER/PRODUCER/COMPOSER AND/OR CHOREOGRAPHER BIOGRAPHY:**

- 3. That you know of, are there similar events happening in the same timeframe as your event? Could this be a co-promotional opportunity or does this present enough of a challenge to consider a date change?**
- 4. If you or your featured artists perform or produce in Los Angeles frequently, what makes your Ford show special? This is especially important for those artists who regularly perform in the many free summer concerts that take place in the area. (Helpful tip: make sure to ask all of your performers for their summer performance schedule.)**

PRESS/PROMOTIONAL ANGLES

The following questions will help you hone the way you tell the story of your event. Use these to provide pitch ideas to your publicist to garner media interest in your event, to identify and secure potential sponsors and to create a sustained social media campaign.

- 1. Does your event have any thematic connections to significant events and/or anniversaries taking place in 2018?**
- 2. What history, region or people are illuminated by your event or art form (e.g., a region's struggle for independence, the rise of performers of a particular gender or background, an artist's unknown backstory)?**
- 3. What cultural tradition(s) is your work based in?**
- 4. Is your event part of a national or international tour or are there nationally or internationally - known artists working on the production?**
- 5. If applicable, please list any media outlets/freelance journalists who have covered your organization in the past, with contact info.**

AUDIENCE AND COMMUNITY

- 1. What is your relationship with your existing core audience?**
(Using what methods and how often do you stay in touch with your audiences?)

- 2. Where is the bulk of your core audience based?** *(i.e. South Bay, Hollywood, Northeast San Fernando Valley)*

- 3. Who are your target audiences (who do you want to reach)?**
Be specific. General categories such as “students” or “families” are not specific enough. For example if you are presenting a ballet based on a Russian folk tale, likely target audiences would be ballet students and schools, Russian cultural organizations, and those interested in folk literature and storytelling.

- 4. Please list handles or account names for the social media outlets you use to communicate with your audience. Please indicate which social media outlets you have found to be most effective in communicating with your audience.**

- 5. Does your audience have a language preference other than English?**

- 6. List the connections you have to your local community for potential group sales outreach.** *(For example, groups you work with or provide services to throughout the year, such as senior homes or children’s groups and affiliations you or your team have with educational, social, volunteer, professional, leadership or religious groups, or culturally specific media outlets)*