

Marlow Players Production Planner

Date	Project	Who?	Status
July	Reading and casting	Director	
August.	Advise WOW – as soon as choice of play known	Publicity	
September	Secure performing rights and quote to perform	Treasurer	
September	Contact web sites with info. <ul style="list-style-type: none"> • myMarlow • Bucks Free Press Free Time • Round & About 	Publicity	
September	Banner: secure production dates. Required fee and form (Marlow Town Council site)	Treasurer	
September	Check advertisers are willing to contribute: <ul style="list-style-type: none"> • Cripps & Shone • Burgers 	Publicity	
September	Create poster PDF Get handbills printed for Carnival + posters for Nov. production Mug shot board for Gazebo	Publicity	
September	MP Web page update Ecommerce (PayPal) update for ticket purchase	Treasurer	
September	Attend carnival event. Promote event	Publicity	
September	Order tickets (Just Tickets)	Treasurer	
October	Pay for performing rights (after successful casting and up and running) if required	Treasurer	
October	Update TIC, give them ticket allocation	FOH	
October	Update banner and road posters	Publicity	
16 October latest 30 October	Let Mailing List know – enclosing hand bill (6 weeks before) Let Marlow Players know with newsletter & handbills (4 weeks before)	Publicity	
30 October	Pass information to invitees <ul style="list-style-type: none"> • Maria Davis at Age Concern • Town Council for mayor or representative 	FOH	
November	Mug shot board for Gazebo and production board, PR	FOH	
November	Theatre production meeting with theatre CGEvents@parkwood-communityleisure.co.uk	Stage	
November	Theatre transport booking	Stage	

November	<ul style="list-style-type: none"> • MarlowFM Radio lilleymitchell@gmail.com • Radio Berkshire (2 weeks before)	Publicity	
30 October 30 October 30 October 30 October 30 October 30 October 10 November 30 October 30 October	<u>Poster distribution</u> 40 – High Wycombe Council 6 – Marlow Council 4 – Marlow Community Associate 1 poster & handbills – Marlow TIC 15 – Wycombe Library 10 – Reading Library 30 – Marlow shops 5 – Marlow Publicity Boards Cast asked to distribute posters	Publicity	
20-26 Nov	<u>Marlow Tourist Office</u> Double check booking – made a year in advance Dress window (full window)	Publicity	
14-28 Nov.	<u>Marlow Library</u> Double check booking – made a year in advance Dress library boards	Publicity	
Late October	<u>Newspapers – Newsletters always sent to press</u> First publicity article provided by director Let Bucks Free Freetime listing know Request BFP critic Sort out photographers – BFP & Maidenhead Advertiser	Publicity	
November	Hand out handbills in Marlow in the High Street – team required.	Publicity	
November	Handbills passed to Court Garden	Publicity	
November	External ‘above the line’ <ul style="list-style-type: none"> • Place Road side Boards • Banner distributed around Marlow • Court Garden 	Publicity	
November	Create and produce programme		

Production	Source float	FOH	
Production	TIC follow up for ticket sales. Attend daily during production	FOH	
Post-Production	Follow up program advertisement	Publicity	
Post-Production	Collect up banner and road posters	Publicity	