

How to Plan a Theater Production
TIMELINE

Event:	1½ Years Out	1 Year Out	9 Months Out	6 Months Out	3 Months Out	2½ Months Out	2 Months Out	1½ Months Out	1 Month Out	3 Weeks Out	2 Weeks Out	1 Week Out	Opening
Choose venue dates	X -----												
Event Calendar for Season:													
Choose Season Shows		X -----											
Secure Contract - Royalty House		X -----											
Payment of Royalties			X -----										
Seasonal Brochure Development:													
Design		X -----											
Printing			X -----	X -----									
Distribution - Mailouts, Key Locations				X -----									
Show Playbill Development					X -----							X	
Set the Production Schedule:													
Choose the Production Team				X									
Production Team Starts Work				X -----									X
Casting Calls					X								
Casting Auditions					X								
Cast the Show					X -----								
Establish Rehearsal Schedule - based on cast:													
Rehearsals Begin						X -----							X
Fundraising					X -----							X	
Tickets:													
Design						X -----							
Printing							X -----						
Distribution to Outlets								X -----	X -----				
Season Tickets Available - Mailout				X -----									
Sell Tickets to Patrons (Run of Show)								X -----					
Show Poster:													
Design						X							
Printing							X						
Distribution									X				
Publicity:													
TV/Radio (Run of Show)								X -----					
Newspaper (Run of Show)									X -----				
Technical Requirements:													
Establish Lighting Scheme									X -----				X
Establish Sound/Orchestral Scheme									X -----				X

FIRST SHOW OF SEASON: METHOD APPLIES TO ALL OTHER SHOWS - TASKS MIGHT OVERLAP BASED ON SCHEDULE OF SHOWS