

CRITICAL PATH CONSIDERATIONS

HEADINGS

Pre-Production/Post
Production

_____ months out

1st week of rehearsal,
2nd week of rehearsal,
3rd week of rehearsal,
etc.

Tech week

Preview

Opening Night

2nd Week of Run

3rd Week of Run

Closing

PUBLICITY

Plan Social Media

Campaign

Create Facebook Event

Ticket Giveaway Contest

Tell Friends/Family

Arrange Flyer Swap/Stuff

Programs

Confirm Media for

Opening

Send out Opening Night

Invites

Share Good Reviews

Upload Photos for Media

Hire Publicist

Give finalized docs to

Publicist

Pitch to Media

Draft Media Kit

Draft Media Release

Finalize Media Release

Finalize Media Kit

Collect Headshots & Bios

E-Blast #1

E-Blast #2

E-Blast #3

Update Website

OUTREACH/F.O.H.

Design F.O.H. Display

Book Talkback Guests

Outreach to

Schools/Community

Groups

Design Programs

Cast Approves Program

Print Programs

Compile Opening Night

List

Plan Workshop

Run Workshop

Upload Photos for

Media

POSTERS &

PROGRAMS

Send Materials to

Printer

Get Quotes for Printing

Review Drafts of

Posters, Postcards, Etc.

Initial Graphic Design

Brainstorm

Distribute Marketing

Materials

Finalize Materials w/

Graphic Designer

VIDEOGRAPHY & ADS

Film Promo Video

Edit Promo Video

Share Promo Video

Film archival footage

Design Ads

Book Ads

Ads Run

PRODUCTION

SCHEDULE

Book Rentals

Arrange F.O.H. People

Arrange Transport

Plan for Prop &

Costume Storage

Return Rentals

Settle Box Office

Post-Mortem

Archiving

HST/Gov't Filing

Pick Up Rentals

Prepare Float/Cash Box

Print Box Office Lists

Buy Concession Items

Print Tickets

Set Up Box Office

Finalize Script

Receive Promo Proofs

Artists Sign Off on

Photos

Contracts for

Performers

Book Production Photo

Shoot

Book Promo Photo

Shoot

Hire Graphic Designer

Secure Rights to the

Play

Book Venue

Apply for Insurance

Hire Videographer

Hire Photographer

Apply for Special

Occasions Permit

(Liquor)

Apply for Permit

Hire Crew

Hire Creatives

(director, designers,
stage managers, etc.)

Contracts for Creatives

Site Visit

Book Rehearsal Space

Book Auditions

Auditions

GRANT FUNDING

Final Reports

Grant Writing

FUNDRAISING &

SPONSORSHIP

Sell Program Ads

Follow Thru on Corp.

Spon. Deliverables

Thank You Cards for

Sponsors & Donors

Volunteer Orientation

Volunteer Appreciation

Deliver Rewards for

Crowdfunding Donors

Promote Crowdfunding

Campaign

Plan Crowdfunding

Campaign

Plan Fundraiser

Promote Fundraiser

Approach Corporate

Sponsors

Pitch to Sponsors

Fundraiser Event

CREATIVE SCHEDULE

Start Rehearsals

Get Performer's

Measurements

1st Readthrough

Cast & Crew Meet +

Greet

Costume Parade

Tech Week Schedule

Strike

Opening Night Party

Closing Night Party

Hang Lights

Build Set

Preliminary Sketches

Due

Production Meeting

Designs Finalized

Costumes Finished

Finalize Rehearsal

Schedule