

"DOIN' IT ON THE ROAD":  
*Agenda Spring 2010*



## **Introductions**

### **Basics of Touring**

- Why Tour?
- Are you ready to tour?
- Relationship between your work at home and touring
- Kinds of presenters
- Touring support structures (Handout)
- What kinds of work tours?
- Industry Definitions (Handout)

### **How to build relationships with potential presenters**

- Presenter's decision making processes
  - Learning about artists and their work
  - Booking conferences
  - Packets and media
  - Rosters
  - Web
  - Opportunity for presenters to share how they select work
- The booking process
  - Agents
  - Self-representation
  - Deepening the experience with residencies
  - Calendar/cycle of planning a season
- Different approaches to presenting

### **Tools for touring**

- Pricing your work (Handout)
- Mutual understanding of presenter and artists financial realities (Handout)
- Subsidies and resources (Handout)
- Review sample contract (Handout)

### **Connecting with community, promotion of touring artists**

- Contextualization of your work for an audience
- Presenter responsibilities
- Artist responsibilities
- What are your intentions and to whom does your work speak?

### **Other opportunities**

- Commissioning
- Long-term residencies
- Artistic collaborations

### **Questions & Answers**