



Checklist for Touring a Theatre Production in Ghana

FINANCE AND LOGISTICS

- Obtain all relevant Copyright permissions
- Research and select the most appropriate funding option(s) for your tour
- Pick a tour route and draw potential tour calendar
- Research venues and quotes
- Research travel costs
- Research technical requirements to touring the show - set, lights, sound, costumes, props
- Research cast and crew costs
- Create your tour pack
- Draw up a tour budget
- Secure funding

VENUES

- Introduce show to potential venues with tour pack
- Book venues
- Finalize tour calendar
- Secure/ book/ hire mode of travel
- Secure/book accommodation

TEAM

- Draw artist and team contracts
- Hire design and technical teams
- Design your show for tour
- Build show tour design elements
- Create technical rider
- Cast your show
- Re-rehearse your show
- Hire technical hands for tour
- Hire photographer and/or videographer

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MARKETING & PUBLICITY

- Create and print posters and fliers
- Write show copy
- Create Social Media Promotional campaign
- Submit show posters, fliers, copy and technical rider to venues
- Write press release
- Contact newspapers, online magazine, entertainment bloggers, radio stations and any marketing mediums suited to your show
- Promote your show

Show Time!