**Live/Lab for Theatre makers**

**Why are we putting on a live lab?**

We recognise the challenges for small scale early to mid-career theatre companies to tour work across the UK. For many artists the ability to build a tour can seem increasingly difficult to do, especially when faced with the challenge of getting industry professionals along to see the work before they book the show.

To help artists expand the reach of their work, we are putting on a three-day intensive workshop with livestreaming at the heart of it.

This development scheme is designed to be a catalyst for development that will aid development of the best approaches to touring work and aims to raise the profile of the company/artist as a result.

We recognise that some of the barriers to touring can often be:

* Getting your work seen by industry professionals
* Not having a high-quality recording to send to potential bookers
* Lack of relationship with new venues/hard to establish relationships due to busy schedules in programming departments
* Needing a finished piece without the funds or means to tour
* Lack of audience development in those areas
* Lack of online presence and digital following

This process is designed to combat those barriers and provide a framework for delivering your own live stream or capture of a performance. It will also focus on building better audiences and understanding of how digital can grow your presence.

**What is it?**

* An intensive 3 days of workshops about how to build your online presence, plan and deliver a live stream of your show and how to create relationships with venues.
* How building an online presence with digital tools can build better audiences and engage industry more easily.
* How livestreaming can widen audiences to studio theatre work.
* An investigation into how to livestream your live event effectively, with skilling companies up in the direction of live broadcast and surrounding elements such as marketing and using the footage effectively.

**Who is it for?**

6 early career companies or artists, this is a national opportunity

**When will it take place?**

This will take place in November 2019

Mon 25 Nov - Wed 27 Nov 10am-5pm

Each day will run from 10-5 and will last for 7 hours and be finished with a social to reflect on the day’s learning.

Example schedule:

10am-1pm morning workshop

1pm- 2pm group lunch at HOME

2pm-5pm afternoon workshop

Details:

* Once accepted each company will receive £500 to cover their expenses to take part in the lab
* For UK based companies
* Additional access bursaries are available, please email [sarah.sharp@homemcr.org](mailto:sarah.sharp@homemcr.org) if you have any questions about this.

The exact schedule will be sent to successful applicants before the lab begins. An example of the workshop topics included will be:

Digital audiences

* Audience development
* Building an online community for your work
* Branding, show publicity and social media

Touring work

* Making connections
* How to put a tour together
* What to send to promote your work

Documentation

* How to capture your show effectively
* How to work with a capture director
* From stage to camera, translating meaning in live broadcast