



From Promotion to Post-Mortem:

The Essential Performance Timeline

Every great performance starts long before the curtain rises. Whether you're producing a small community play or a large-scale musical, having a clear timeline can make all the difference. This guide walks you through each stage of your production, from building excitement with marketing to reflecting on lessons learned after the final bow. No matter where you are in the process, these insights will help you stay on track, reduce stress, and create an unforgettable experience for your cast, crew, and audience. Let's dive in!

STRATEGIC MARKETING:

Getting the Word Out

A fantastic show deserves a full house, and that starts with a strong marketing plan. Your audience needs to know what's happening, when, and why they absolutely can't miss it.

What to Focus On:

- Identify your ideal audience and craft messaging that speaks directly to them.
- Use a mix of social media, email, and community outreach to spread the word.
- Set a structured timeline so promotions happen at the right moments.

Not sure where to start? Check out this guide to performing arts marketing to ensure you're reaching the right people at the right time: [Unlocking Success: Marketing Timeline for the Performing Arts](#).



PLANNING ADD-ONS:

Enhancing the Experience

Selling tickets is just the beginning—think about ways to make the experience even more special for your audience. From VIP perks to fun keepsakes, small touches can boost engagement and revenue.

What to Consider:

- Offer VIP experiences like backstage tours or priority seating.
- Sell show-themed merchandise, concessions, or drink packages.
- Make it easy for patrons to purchase add-ons when they buy their tickets.

Looking for inspiration? Explore creative ways to boost revenue with add-ons here: [The Ultimate Guide to Add-Ons for Community Theatres](#).



PREPARING THE BOX OFFICE:

Setting Yourself Up for Smooth Operations

A well-organized box office ensures your audience has a seamless experience from the moment they arrive.

Steps to Take:

- Set up your ticketing system and confirm pricing details.
- Train your team (whether staff or volunteers) to handle check-ins efficiently.
- Have a clear plan for will-call, digital tickets, and walk-up sales.

A stress-free box office means a stress-free opening night. Taking the time to prepare now will save you major headaches later!

NAVIGATING TECH WEEK:

The Final Countdown

Tech week is where everything comes together—lights, sound, costumes, and final run-throughs. While it can be an intense time, good preparation will keep things running smoothly.

How to Make the Most of Tech Week:

- Create a detailed schedule for rehearsals, cues, and full run-throughs.
- Make sure everyone—cast, crew, and tech team—knows their roles and expectations.
- Use dress rehearsals to troubleshoot any last-minute issues.

Need help structuring your week? This tech week guide can help you stay organized: [Director's Guide to Tech Week](#).



ENGAGING YOUR AUDIENCE:

Making Their Experience Memorable

Your audience's experience starts long before the show begins. From arrival to curtain call, think about ways to keep them engaged and excited.

Ways to Elevate the Experience:

- Use digital ticket scanning to streamline check-in.
- Create an interactive show program with cast bios and fun facts.
- Offer exclusive VIP experiences, like post-show meet-and-greets.

Want more ideas? Check out these five proven tactics for engaging audiences: [5 Tactics for Engaging Your Audience](#).



OPENING NIGHT SUCCESS:

Bringing the Energy

It's finally here—the moment you've been working toward! Opening night is all about putting the final pieces in place and making sure your team feels confident and excited.

Last-Minute Reminders:

- Double-check all logistics, from ticketing to backstage setup.
- Communicate any final updates to your team.
- Most importantly—celebrate! This is what all your hard work has led to.

Opening night is a big deal, but remember: theatre is live, and unexpected things happen. Stay flexible, keep the energy high, and enjoy the magic of the moment.



POST-SHOW ENGAGEMENT:

Keeping the Momentum Going

Just because the show ends doesn't mean the engagement should. Keeping in touch with your audience can build loyalty for future productions.

What to Consider:

- Send thank-you notes or emails to patrons, cast, and volunteers.
- Share behind-the-scenes photos or videos to keep the connection alive.
- Ask for feedback to learn what worked well and what could be improved for next time.

Consider offering early bird discounts for future performances to keep the momentum going.



REFLECTING WITH A POST-MORTEM:

Learning and Growing

Once the final curtain falls, it's time to reflect. A post-mortem isn't just about what went wrong—it's about celebrating successes and learning for the future.

How to Run a Meaningful Post-Mortem:

- Review ticket sales, audience feedback, and engagement data.
- Gather your team for an open discussion on what worked well and what could improve.
- Take notes for your next production—small tweaks can make a huge difference.

Want to dive deeper into the post-mortem process? Check out this guide to running a productive post-show review: [Theatre Post-Mortem Demystified](#).

Conclusion

Every production is a journey, and each one teaches you something new. With the right preparation and mindset, you can create incredible theatre experiences that leave a lasting impact on both your team and your audience.

What's Next?

- Start implementing these strategies for your next production.
- Explore [more resources](#) from On The Stage to refine your process.
- Share this guide with your team so everyone is on the same page.

Great theatre doesn't just happen—it's built with care, creativity, and community. Keep telling your stories, and enjoy every step of the process.

[Let's Chat Today!](#)