

# PRODUCERS' LEARNING NETWORK



## PRODUCERS' LEARNING NETWORK

A free professional development initiative, generously supported by the Toronto Arts Council, and facilitated by producer and manager, Meredith Potter.

### What is it?

A collaborative learning network of individuals who meet weekly for two-hour long seminars that focus on:

- the processes involved in producing **contemporary** performing artworks, including marketing, budgeting, contract negotiations, rights, fundraising, and so on; and
- managing small performing arts enterprises that **do not own or operate a venue**.

### When and Where is it?

Our first 8-week rotation of seminars will run between the weeks of September 14 and November 2, 2015. The day of the week and the time of day at which the meetings will happen will be determined by the participants and their majority preference. Hopefully we'll be using space at the CSI Annex building at 720 Bathurst Street, close to the Bathurst TTC station. Stay tuned on that.

### Who is it for?

The Producers' Learning Network is designed for **people who want to work closely with independent artists and small performing arts companies** as their producer/manager to help them realise their work for audiences, onstage or elsewhere. You may have graduated from a post-secondary arts management course and are looking to get connected with artists and hone your skills; you may currently work as a producer/manager, though you never actually planned to, and would like to engage in peer-to-peer professional development; or maybe you're looking to secure contract or freelance work as a producer and want to increase your knowledge base and network.

Whatever the case, **if you're into producing and the idea of getting better at it**, we invite you to join our network – get a bigger producer-brain, meet some smart people, hook into some great art, and link up with some incredible artists.

### What's the format?

We'll move between:

- reviewing theory when appropriate;

- reading recent articles and discussing how we can apply new thinking to our own enterprises;
- inviting expert guest speakers to share their experience and wisdom;
- looking at case studies to learn about some effective approaches to producing work in contexts similar to our own;
- attending shows and hearing from the producers of those shows about the processes of getting the work on its feet;
- opening the floor to general Q&A sessions when people are looking for help/experience in specific situations; and
- hobnobbing with artists on the lookout for a producer for their next project.

### **What's in store?**

There will be three more 8-week rotations after this first one, but in these first 8 weeks we'll have sessions including:

Mitchell Marcus, Acting Up Stage Company - *Financing your production*

Sarah Baumann, Soundstreams Canada - *Marketing contemporary work in Toronto*

Sean Howard, The Connected Brand - *Creating effective Google Adwords campaigns*

Jacob Niedzwiecki, f/ - *Distributing Performing Arts Online*

In the second rotation in spring 2016 we will be joined by arts consultant extraordinaire Anne Dunning from Arts Action Research, based in both Boston and New York City, who will be providing one-on-one coaching sessions with network participants to help focus career goals and the paths ahead.

### **What does it cost to participate?**

Nothing, it's **FREE**. You can thank the good folk at the Toronto Arts Council.

### **How do I sign-up?**

[Click here to register](#) and vote on when the sessions would best fit your schedule.

### **Our team is:**

**Meredith Potter (Facilitator)** graduated from the Western Australian Academy for the Performing Arts (WAAPA) with a BA (Arts Management) and has since worked with performing arts companies in Australia and Canada including the Adelaide Festival Centre Trust, Patch Theatre Company, the Dance Umbrella of Ontario, CORPUS and Dusk Dances. She is currently director of Meredith Potter Arts Management and provides management and producing services to Peggy Baker Dance Projects, Volcano, and Nova Dance. Meredith was the recipient of the 2014 Leonard McHardy and John Harvey Award for Outstanding Leadership in Arts Administration, as well as a 2013 Harold Award.

**Shannon Charnock (Co-ordinator)** is a graduate of Western University's Art Management Program. She currently works at the Corporation of Massey Hall and Roy Thomson Hall and previously worked at the Grand Theatre in London, ON. Shannon volunteers at the Theatre Centre and serves on the board of Young Voices Toronto Children's Choir, where she has been

instrumental in raising funds for the bursary program and developing the choir's strategic plans.

**Meghan Hunt (Co-ordinator)** holds a BA Honours Specialization in English Language and Literature and a Diploma in Arts Management from Western University. She currently works as the Artistic Co-ordinator at Canadian Stage, and recently worked on both the Spotlight on South Africa and RBC Emerging Artists programs. Prior to gaining this position she was Intern, then Executive Assistant to Artistic & Company Manager, both at Canadian Stage. Meghan's first love is improvising, and she has been the President of the King's Players in London, ON since 2010.

**Adiyana Morris (Co-ordinator)** brings forth new life to Toronto's theatre culture, as a producer and artist focused on Black arts. Adiyana is most recognized as the founder and executive director of the PIECE OF MINE Festival, a contemporary platform for black playwrights to present work in development. Over the years, she has trained with arts companies/institutions such as Obsidian Theatre, anitafrika! dub theatre, Paprika Festival, and Etobicoke School of the Arts. She is currently the Metcalf Foundation Arts Management Intern for Volcano Theatre and Peggy Baker Dance Projects. Adiyana is the recipient of Ontario's 2015 Leading Women Building Communities Recognition Certificate and was recently featured on CTV's Canada AM.