

Personal Marketing Plan

1. **Mission** – To provide my leadership and organizational skills to a theatre company in order to help them produce successful artistic work.
2. **Desired entry level job:** Assistant Stage Manager at Boulder's Dinner Theatre. The assistant stage manager assists the stage manager with any and all paperwork for the production, heads the run crew, will call the show in the stage manager's absence, and tend to anything backstage related.
3. **Target Market:** My target market is a company in a smaller city with a small staff around 15 production team members. I grew up in a very small town and moving into a huge city right away would be too big of a jump for me. My experiences so far have been on smaller scale productions with minimal crew. Trying to jump into a large equity theatre would not be the best way to prove my skills in the industry. I have to start working small in the professional world, and slowly work my way up to larger theatres with bigger teams of people and larger productions. Smaller theatre companies are more open to hiring people that are new to the industry because they would rather teach them how they operate their theatre instead of hiring someone with lots of experience and is stuck in their ways. The top three companies that meet this criteria are Boulder's Dinner Theatre, The Dairy Center for Arts, and The Temple Theatre.
4. **Position:** The position I would like to set in the companies I work for are that I am a very organized, hard-working, time managed individual that is wonderful to work with and can handle working with all types of people.
5. **Marketing Mix**

A. Product

1.Internship at Boulder's Dinner Theatre – During this internship, I was exposed to a professional stage management position. I gained knowledge of how smaller theatres operate and how a stage manager's position alters with smaller companies. I also gained more experience working in the costume shop, the scene shop, and working with lighting. I gained valuable knowledge and experience of the professional theatre that will make me more marketable as a theatre worker who can assist with anything.

2.Completed Stage Management Intensive by Movement And Combat Education – This workshop provided me with knowledge and skills about stage combat, how it relates to stage management, and where liability falls into play. Theatre companies can save a lot of money by hiring a stage manager that can handle fight calls instead of hiring a fight captain in addition to a stage manager.

3.First Aid Certified – In theatre, there are many opportunities for accidents to happen. In the past, I have seen someone get hit in the head by a glass bottle on accident, someone get cut by a sword, and someone fall off the back side of the set, just to name a few. Having someone on the team who is first aid certified can be the difference between life and death. There is a first aid class here at WMU that I will take in the fall of 2015.

4.Assistant Stage Manager at Farmer's Alley Theatre – Farmer's Alley is the only union theatre located in the Kalamazoo theatre. The more professional experience I can gain while I am in school, the more people will know my name and the better chance I have of getting hired. Gaining these equity points before graduating college gives me a leg up over a lot of other stage managers looking for their first job. Equity work is hard to come by when you don't have a lot of training.

B. Promotion

1.Networking – In stage management, most jobs are offered through word of mouth, rather than through an application process. I frequently invite people in my industry that I have never met to coffee or lunch; whichever is more convenient for them. I ask them about what they do, how they got there, and if they have any advice for me. After our meeting, I follow up with them with a

thank you card. This puts my name in their head so they will think of me when they hear of job offers and provides me with more connections when I start my job search. I will also attend URTAs, which is a weekend where stage managers and design students go to interview with graduate schools looking for an offer. Graduate professors have a lot of connections in the professional world.

2. Business Cards – I have hired a graphic designer to design a logo for me and make a business card and resume. This is part of my personal branding. It expresses who I am and will hopefully leave an imprint on peoples' minds. Business cards are very important to have in my field because you never know who you will meet in a bar or at an event that can be another connection to your job search. I will always carry business cards with me to offer to people when I meet them.

3. Website – Sometimes an employer or a reference will want to know more about me and what I can do before hiring me or giving my name to someone who might hire me. I can talk myself up all I want to people I meet, but I'm not going to carry around my work samples with me wherever I go. My website will match my business cards and resume and provide work samples, my vitae, tell about my other skills, and talk about who I am.

4. Stage Management Book – I will maintain one book that I think is my best book to show to anyone who is interested. If I work on a show that I think my work was even better than the book I have maintained, I will switch it out. Having one great book to show directors and management what you can do, is much better than have several books with mediocre work. It will be easier to ensure consistency in my work through one book, than it will through several books because every show is significantly different.

- C. **Place** – I am willing to move wherever there is work. There are not a lot of theatre options in Michigan, so I have to be willing to move. I would prefer to live where there is family nearby, but that shouldn't be a problem because I have family all over the country. In order to market myself in different places, I will be networking every time I travel. I am travelling to New York this winter and will be meeting with at least one stage manager there to start putting my name in New York. I will be traveling to Florida and Chicago before I graduate and will do some networking there. This will be first direct channel. My second direct channel will be sending my resume to theatres I am interested in. My first indirect channel will be giving my business cards to these people that I meet so they can pass on my card to others who might be interested in my work. My second indirect channel will be to call my connections I already have and see if they have heard of any opportunities that would suit me.
- D. **Price** – The stage management average salary is \$58,000. An assistant stage manager's average salary is \$50,000. This information is from simplyhired.com. Starting salaries are hard to find because a stage managers pay depends on the budget of the production, the size of the theatre, how many assistants they will have to hire, whether it is an equity or non-equity theatre, what the benefits are, if they are being hired for the production or as a resident stage manager, and the terms of the contract.

6. **Execution Plan:**

Fall 2014 – Finalize business cards, website, and resume and have business cards printed to distribute during networking. Travel to New York for networking.

Spring 2015 – Attend stage combat intensive. Assistant stage manage at Farmer's Alley. Travel to Chicago with theatre class of 2016.

Summer 2015 – Complete honors college thesis. Travel to Florida.

Fall 2015 – Become First Aid certified. Complete Business Minor

Spring 2016 – Take final class to earn B.F.A. degree in stage management. Go to URTAs. Travel to New York with theatre class of 2016.