

Phase 1: Initial Planning & Concept

6+ Months Out: Laying the Foundation

- ☐ Confirm final Show Dates.
- ☐ Secure and book Venue (check availability for rehearsals).
- ☐ Establish Dance Themes and Music Selection.
- ☐ Finalize Choreographers and Creative Team.
- ☐ Check and secure music license requirements (PRS/PPL).
Book Lighting, Sound, Photo, and Video Teams.
- ☐ Complete Venue Risk Assessment and safety plan.
- ☐ Establish Set, Prop, and Costume requirements.
- ☐ Send Initial Information Letters to parents/participants.
- ☐ Distribute and collect Consent Forms.
- ☐ Collect initial Deposit from participants.

Phase 2: Production & Promotion

3-6 Months Out: Building Momentum

- ☐ Select Costumes and place initial sizing order.
- ☐ Purchase or arrange for Props and Set pieces.
- ☐ Finalize Cast List and complete Dressing Room Allocations.
- ☐ Design Poster Artwork and all promotional materials.
- ☐ Arrange Merchandise (e.g., hoodies) for pre-sale.
Set up ticketing platform and define seating plan.
- ☐ Set tiered pricing and ticket variations.
- ☐ Plan merchandise sales integration with ticketing.
- ☐ Send Rehearsal Schedule Letter (including dress/tech info).
- ☐ Receive all outstanding Consent Forms.
- ☐ Receive Final Payments from participants.

Phase 3: Final Logistics & Ticketing

1-3 Months Out: Maximizing Revenue

- ☐ Launch ticket sales and begin promotion.
- ☐ Create discount codes and early-bird deals.
- ☐ Secure sponsored ads or raffle prizes.
- ☐ Conduct Costume Sizing Samples/Fittings.
- ☐ Place the large, final costume order.
- ☐ Collate Chaperone List and receive DBS check numbers.
- ☐ Receive First Aiders certificates.
- ☐ Finalize Running Order and Music Edits.
- ☐ Design and print Programmes.
- ☐ Prepare Prop List for running order.

Phase 4: Show Week & Final Prep

1 Week Out: The Final Countdown

- ☐ Hand out and label all Costumes.
- ☐ Order and organize Shoes, Tights, and Accessories.
- ☐ Send Final Letters with show week information to parents.
- ☐ Finalize Tech Plan for light/sound operators.
- ☐ Create Quick Change List for performers.
- ☐ Print Programmes and all necessary documentation.
- ☐ Prepare all Venue Signage (directional, first aid, quiet areas).
- ☐ Organize Sign In/Sign Out Lists and Lanyards for staff/chaperones.
- ☐ Prepare First Aid Kits (including ice packs).
- ☐ Stock Dressing Room Essentials (sewing kit, pins, hair supplies).
- ☐ Prepare Gifts/Thank You Cards for helpers and staff.

Phase 5: Post-Show & Review

Next Day: Data-Driven Future

- ☐ Finalize financial reconciliation and confirm all payouts.
- ☐ Review sales, attendance, and ticket data.
- ☐ Send thank you/feedback emails to participants and parents.
- ☐ Collect and inventory all costumes, props, and set pieces.
- ☐ Conduct a post-show debrief with the production team.
- ☐ Start a file for next year's show with lessons learned.