

**Ledbury Poetry Festival  
Guidelines for Event Managers 2019**



**Dear All**

Thank you so much for helping at this year's Festival. Event Managing can be a big job, but it's enormously satisfying, and you can make lasting friendships and connections with your performer(s). In addition, we simply couldn't deliver the Festival without volunteer Event Managers, so we are immensely grateful to you. This guide outlines your main responsibilities, but always just apply your common sense and think on your toes – you might need to use your initiative!

Every event has an event sheet listing performer(s), contact details, hosts and all the information I've been able to acquire to date. Any gaps in info will be up to you to get from performer. When I hand over the event sheet, you become the main point of contact between the performer and the Festival.

**I am contactable on [manager@poetry-festival.co.uk](mailto:manager@poetry-festival.co.uk), 01531 634156, 07770 515193 for any questions at all – however small.**

**In the lead up to the Festival:**

1. Contact the performer as soon as possible and introduce yourself (they have been told someone is managing the event, but will not know your name.)
2. Exchange mobile numbers. This is essential in case of any problems. Ensure they are happy with the arrangements that have been made so far – have they read their letter of confirmation? Accommodation and travel should already have been organised so please just check that the performer has been told where they are staying (if applicable). If not, please let me know asap, and I will arrange
3. Check your performer's travel arrangements. What time are they arriving? By train or car? If they are arriving by train can you collect them from the station? If not please find out whether their hosts can collect them. If they can't, please contact the office to arrange transport. Please do the same regarding departure arrangements. It may be that your performer is already in Ledbury (for multiple events), and transport is not an issue. You may need to liaise with event managers of the performer's other events.
4. Email tech sheet (attached at back of this guide) to performer and forward completed copy to Stuart Davis, our technician: [sdavis6249@aol.com](mailto:sdavis6249@aol.com). If performer has technical questions, these can be directed to Stuart.
5. If a musical/ theatrical event, establish rehearsal times. Liaise with venue and Stuart if necessary. Contact details will be on event sheet. In rare circumstances, performers may need refreshments supplied in between rehearsal and performance – you will need to establish this and liaise with me/ hospitality. It has been known to rush a plate of sandwiches to venues!
6. If more than one performer, establish who will read first, or devise running list for multiple performers, with timings (eg. Poetry competition winners' event). Help the performer relax and feel at ease by reassuring them that the timing is in hand.

7. Refreshments: ensure performer(s) know where Hospitality is, and that refreshments are available there for them. Some performer(s) request that sandwiches and drinks are available in their dressing room (such as it is!) in the Community Hall. In that case, check what food they'd like and pass on to me so I can inform Hospitality. You will need to collect from Hospitality and take to venue.

8. Check the event sheet for **Sponsor(s)**. Contact details should be there. Liaise with sponsor(s):

- number of sponsors attending event so seats can be reserved – **pass on to me**
- do they want to meet with performer after event in Hospitality? a) Check with performer if this is OK. b) If so, Hospitality will need to know numbers (to prepare extra sandwiches, ensure enough glasses)– **pass details to me**

We work hard all year round to gain sponsors for events and it's important sponsors feel valued and feted to some extent. A proper thank you goes a long way!

9. Get bio details from performer(s) to use in introduction for event. (See appendix 1 for guide to introduction) Prepare intro.

10. Cider Supper/s on both Saturdays of the Festival in Hospitality

11. Payment: the performer's letter of confirmation details their fee, and whether travel or other costs are included. The usual procedure is for the performer to invoice our Finance Manager, Sandra Dudley, on [finance@poetry-festival.co.uk](mailto:finance@poetry-festival.co.uk) (with travel receipts if applicable) **after** the event. Occasionally, a performer will want to be paid directly after their event. There is a facility to do this in Hospitality – ask me for details

12. If the performer asks you about book sales/ signings – refer performer to Festival bookseller – the performer has had the details in their confirmation letter.

### **On the day of the performance:**

1. Your principal job is to stick to your performer(s) and ensure they get to their soundcheck and performance on time. Otherwise, generally sort out any queries they may have and see that their creature comforts are met.

2. Arrange to meet your performer(s) in Hospitality (unless event is at Hellens). The Hospitality Room is located in above the Heritage Centre at the end of Church Lane nearest the church. Sign in and pick up your Event Manager's badge. Introduce the performer to trustees/ staff/ other performers in Hospitality. Go together to the venue in good time (at least 30 minutes beforehand – see tech sheet) to check the lectern, lighting, layout on stage, etc. Show them the set-up and check with the sound technician about the height and use of the microphones (we generally insist on the use of a microphone unless the performer feels very strongly against it). **Remember to collect the performer(s) gift(s) from Hospitality** and take to venue as discreetly as possible – see appendix 1.

3. **Health and Safety:** As the Manager, you have overall charge of the event, but just before it starts you will most likely be looking after the performer/s. For most events, therefore, Stewards will ensure the venue is set up as required. However managers must fully acquaint themselves with Health and Safety matters at each venue which they attend.

4. Introduce your performer(s) – see appendix 1 for what to say

5. Ensure the performance runs to time – giving time check if necessary. This is particularly important for multiple performers, and events with booksignings. You can agree signals with your performer(s) before the event – they may even ask you to keep time for them.

6. Performer thank you and gift – see appendix 1

7. After the performance, be on hand for the book-signing, if applicable.

8. Any **sponsor** of the event will also be entitled at this stage to have a chat with the performer, preferably back in Hospitality – so introduce them to each other and ensure the performer knows beforehand that the sponsor/s will come and say hello. Similarly, if anyone from **the press or media company** would like an interview check it's ok.

9. Finally, take them back to Hospitality, or connect with whoever is taking them to the station. It may be that they are happy to be left to wander around the town.

10. After the event please thank the performer(s) in writing for coming. In previous years this has been on notepaper/ by card but almost all correspondence is now by email – we rarely have performers' postal addresses, so email is fine.

That's it! As every event is different there cannot be a definitive guide, so it is really a matter of thinking the event through and applying common sense. **Do not hesitate to ask** if you are unsure about anything. Don't forget the Volunteers' Party after the last event in the Burgage Hall.

Thank you once again for all your help.

Phillippa  
manager@poetry-festival.co.uk  
01531 634156  
07770 515193

\*Attachments:

Appendix 1 – The Introduction, Thank you and Gift  
The Tech Spec Sheet

**Appendix 1**  
**EVENT MANAGER'S GUIDE TO**  
**THE INTRODUCTION, THANK YOU AND GIFT**

**\*remember if you are not confident doing this part, the Festival can arrange for someone else to do introductions and thankyou's**

INTRODUCTION at beginning:

- Welcome, and thank you for coming
- fire exits
- please turn off mobile phones
- **always thank Arts Council England,**
- thank any other **sponsor** listed. You may wish to add how grateful we are for their help and support
- (if applicable) Mention there will be Q and A's /book signing at the end
- Brief bio or description - you will have secured this from performer(s) before event

Please keep the introduction as brief as possible – the audience have come to see the performer, not hear them be introduced!

THANKS at end

- Thank the performer(s) for appearing for the Festival, and present them with gift(s) (collect from Hospitality beforehand).
- If the poet is doing more than one event they only get one gift. They may be given one for a second event for the audience's benefit as a dummy presentation but should hand it back, and you have to tell them this as nicely as possible 😊
- A nice touch is also to thank lighting and sound technicians and stewards, and mention following events (only if time)
- Again, if time, add a plug for becoming a Friend of the Festival – leaflets available from stewards, or in Box Office
- If applicable - tell audience that there will now be book sales at the back of the venue

PERFORMER GIFTS

- Gift in 2019 will be a handmade pottery bowl, kept at Hospitality
- if your event has multiple performers, you will need to ascertain numbers and ensure you have the right number of gifts.
- if the event is at Hellens or Market Theatre, it is a good idea to take an extra gift or two and return if not used

**Ledbury Poetry Festival.**  
**Tech Spec Sheet**  
 email to [sdavis6249@aol.com](mailto:sdavis6249@aol.com)

Name Of Performance, Company, Performers: EVENT NUMBER IN PROGRAMME: Event Manager:			
Date of Performance			
Name Of Venue. Stage sizes: Burgage Hall, 3m x 3m x 500mmH, Community Centre, 4m x 3m x 1.3mH (aprox) Market Theatre, 8m x 5m ( performance area), Hellens, (N/A)			
How many people in the Performance?		What style of performance is it?	
Are there any children as part of the performance?		How much stage space is required?	
How long is needed to setup the performance?		How long is the performance in minutes?	
Is rehearsal time needed?		Will there be any props/ set used?	
Do you require a lectern?		Do you require stage furniture? If so, what? (chairs, tables)	
Any other information?			
Sound Requirements			
Lighting Requirements			
<p>All our spaces come with a fixed generic open white lighting, suitable for reading and being seen.</p> <p>With the exception of the Market Theatre that comes with a three colour wash, and a couple of specials that can be utilized to your performance.</p> <p>Please send any technical specifications through to the Festival at the earliest opportunity so that we can address them accordingly.</p>			
Do you have any AV requirements such as projection?			
Do you bring any equipment with you?			
Please be aware of your performance time and arrive at the venue you are performing in at least 30 mins before the start time, for a sound check and to familiarize yourself with the space.			