



THINK THROUGH

Production planner

For those who want to understand productions and projects

Author: *Riikka Kastu*



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THINKBOOK -

Production planner

For those who want to understand productions and projects

This THINKBOOK for production planning is intended for the new producers of events and occasions.

By answering the guide's questions and thinking about the purpose of your production, you will understand the entirety of the production and what should be taken into account when planning the event or show.

Think about Equality and Equity while processing your presentation, consider different opinions than your own, and be open to the new. That way, you get new ideas and learn something new.

This Thinkbook deals with the titles in a general way. The author comes from Finland, so this is written from that Northern perspective. Always find out the laws and guidelines for your country or the country you are working in.

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1 Project description

1.1 Initial situation and justification for implementation (e.g., idea, challenges)

- Write out and open a good idea for the project so that a reader who knows nothing about the subject and is reading the text for the first time can easily understand it.
- Why is the project necessary?
- Think about whether there are any challenges for the project.

1.2 Target group and target area

- What is the target group?
- What kind of a target group is it?
- What age is the target group?
- What is the target area?
- Topic, geographical location, or other context

1.3 Objectives

- The goal of the project
- What do you want to achieve with this project?

2 Organisation

2.1 Responsible persons

- Who is the main person responsible for the project?
- Who are the persons responsible for the project?
- Add contact information

2.2 Contact persons

- Who is the contact person for the project?
- Who are the contact persons for the project?
- Add contact information

2.3 Subcontractor

- Are there subcontractors on the project?
- Name the subcontractors on the project
- Add contact information

2.4 Collaborative companies

- Does the project have partners?
- Name the partners
- Add contact information

You can attach a separate list of Contacts to the Production plan. For sharing and keeping the list, Remember GDPR (General Data Protection Regulation).

3 Schedule

3.1 Production schedule (e.g., meetings, production activities)

- Name the responsible person.
- Open the production schedule.
- Name meetings and production activities
- Reminder: You can also use Excel -table to prepare schedules and set it as an annex.

3.2 Practice/rehearsal schedule

- If there is a need for a practice schedule, write the schedule here
- You can also use Excel -table to prepare schedules and set it as an annex

3.3 Implementation schedule (e.g., building, shows, presentations, dismantling)

- Write the schedule here if the project includes setting up, shows, presentations, and dismantling.
- You can also use Excel -table or similar to prepare schedules and set them as annexes.

3.4 Information and Marketing Schedule

- Write openly about informing the project (General information) and marketing schedule

4 Informing, reporting, marketing, and advertising

4.1 Implementation of internal information

- Name the responsible person.
- How is the internal communication of the project handled?
- Is there info in general: Basic event information, such as organizer, date, values, goal, key persons, etc.?
- Is there info for the artists: Information material intended for performers, which explains operating instructions for arrival, parking, meals, dressing rooms, working on stage, etc.?
- Is there info for staff: General instructions about working and practical things about working in the area—for example, catering, equipment, registrations, etc.?
- Safety Info: Safety info conveys safety-related instructions and practices to all event participants. The safety information is also part of the documentation with which the organizer verifies his diligence in implementing the event.
- Accessibility to internal information?

4.2 Implementation of external information

- How is the external communication of the project handled?
- Information to the customers: Customers also need guidance. Customer information should be compact and easy to read. Things that interest typical customers are timetable, entrance and area, services and prices, parking and transport connections, dining, and catering.
- Accessibility to external information?

4.3 Production of information materials

- How and who manages the information materials for production?

4.4 Implementation of marketing

- How is marketing implemented?

4.5 Production of marketing materials

- What marketing materials are used?
- How and where are the marketing materials produced?
- Who or what company is responsible for the materials?

Think through, Production Planner

Are you curious about how productions and projects come together?

This thinkbook for production planning is designed especially for beginners and new producers who are taking their first steps in creating events, concerts, shows, or occasions. By following the guides questions and reflecting on the purpose of your production, you will gain a clear understanding of the big picture, what needs to be considered, why it matters, and how to shape your ideas into a successful production.

Along the way, you are encouraged to think about equality and equity, to welcome perspectives different from your own, and to remain open to new insights. This way, you will not only plan better but also discover fresh ideas and grow as a creator.

The book keeps things simple and approachable, offering a general overview of production planning. Written from a Finnish perspective, it reminds you to always check the laws, rules, and guidelines relevant to your own country or the place where you are working. Whether you dream of organizing your first event or simply want to understand how productions work, this beginner's book is your practical starting point.