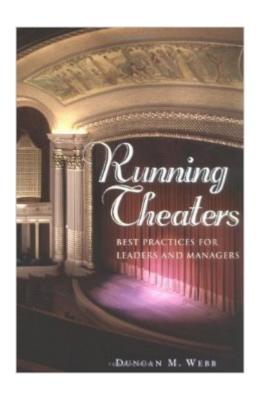
## The book was found

# Running Theaters: Best Practices For Leaders And Managers





### **Synopsis**

The best practices that consistently lead to successful theater operation are now revealed in this comprehensive resource. Culled from surveys and interviews with theater managers and experts in crucial functional areas, this guide provides important tips for all people who work or want to work in regional, campus and community-based theaters. Proven strategies from managers, staff, and volunteer leaders cover virtually every aspect of running a theater - from audience development and fundraising to facility development and community involvement. • Advice culled from interviews with more than 100 experts in the fieldAllworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

#### **Book Information**

Paperback: 256 pages

Publisher: Allworth Press; 1 edition (January 1, 2005)

Language: English

ISBN-10: 1581153937

ISBN-13: 978-1581153934

Product Dimensions: 6 x 6.1 x 9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â See all reviews (6 customer reviews)

Best Sellers Rank: #335,262 in Books (See Top 100 in Books) #94 in Books > Arts &

Photography > Performing Arts > Theater > Direction & Production #29657 in Books > Humor &

Entertainment

#### Customer Reviews

I hesitate to buy independent non-fiction ebooks, because I'm always concerned that I'll be able to find the same information online, and for free if I take the time to piece the websites together. I'm all for paying people for their work, of course, but I can do that at no cost to myself most of the time. However, this book is has a very large quantity of well-investigated material that you won't be

able to find in a nice, condensed package on someone's website. The source materials for this book are based mostly on transcribed interviews with people in the theatre management industry. It talks about modern marketing strategies like the importance of becoming a center for the entire community, branding, the pros and cons of having a restaurant in your theater, the pros and cons of buying or leasing space for your theater company, the need for theatres to be educational centers, the impact of parking on ticket sales, the pros and cons of volunteers, the crumbling traditional non-profit structure, the rise of interactive theatre, and the importance of creating an experience for your theater-going customers rather than merely creating a good show (which is hard enough in and of itself). The advice is a little dated at a few times, especially how social media is not mentioned as a powerful (and free) tool, but this is forgivable since we really do want to hear the voice of experience in this case. We want to hear from the people who've actually succeeded in the areas in which we aspire to, and unfortunately, the voice of experience is not necessarily be on the cutting edge. Here, the focus is on the grizzled theatre manager's brain as it looks on past experiences to make analyses, and then uses that information to look forward and conjecture about the future.

#### Download to continue reading...

Running Theaters: Best Practices for Leaders and Managers The Untold Stories of Broadway: Tales from the World's Most Famous Theaters, Volume 1 Toy Theaters (Fresh Start) Hiroshi Sugimoto: Theaters Financial Management for Nurse Managers and Executives, 4e (Finkler, Financial Management for Nurse Managers and Executives) Mastering Automotive Digital Marketing: A training guide for Dealer Principals, General Managers, and Digital Marketing Managers Running Motivation and Stamina: Train Your Brain to Love Running with Self-Hypnosis, Meditation and Affirmations Emotional Intelligence In Action: Training and Coaching Activities for Leaders and Managers Chi Running: A Training Program for Effortless, Injury-Free Running Running for Beginners: Teach Me Everything I Need to Know About Running in 30 Minutes Running for Beginners: Get a Glimpse inside the Runner's World: Your Training Plan on How to Start Running Injury Free Factory Physics for Managers: How Leaders Improve Performance in a Post-Lean Six Sigma World Academic Leadership and Governance of Higher Education: A Guide for Trustees, Leaders, and Aspiring Leaders of Two- and Four-Year Institutions How to Build Network Marketing Leaders Volume Two: Activities and Lessons for MLM Leaders Best of the Best from Big Sky Cookbook: Selected Recipes from the Favorite Cookbooks of Montana and Wyoming (Best of the Best Cookbook Series) Best of the Best from the Deep South Cookbook: Selected Recipes from the Favorite Cookbooks of Louisiana, Mississippi, and Alabama (Best of the Best Regional Cookbook) Zoroastrians: Their Religious Beliefs and Practices (The Library of Religious

Beliefs and Practices) Best of the Best from Hawaii: Selected Recipes from Hawaii's Favorite Cookbooks (Best of the Best State Cookbook) Best of the Best from Alaska Cookbook: Selected Recipes from Alaska's Favorite Cookbooks (Best of the Best Cookbook Series) Florida Real Estate Principles, Practices & Law (Florida Real Estate Principles, Practices and Law)

<u>Dmca</u>