

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



## **Membership Handbook**

### **The Producer's Perspective PRO**

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# 1. OVERVIEW

## **The purpose of this document**

This membership guideline is used by both existing members and new members of The Producer's Perspective PRO. Its purpose is to:

- To provide the mission of the membership
- To let members know what the membership expects of them
- To provide information on what you can expect of the membership
- To provide information relative to how the membership operates
- To answer questions that you may have about The Producer's Perspective PRO

## **What is the Producer's Perspective PRO?**

The Producer's Perspective PRO is an online training program, resource guide and active community for theatre professionals looking to advance their production or career.

Through a combination of online training courses taught by Tony Award-winning Broadway Producer Ken Davenport, monthly Live Office Hours Calls, weekly tips, monthly industry newsletters, and in person networking events, The Producer's Perspective PRO enables Writers, Producers, Actors, Directors, General Managers and other professionals to learn in the way that best suits their needs.

## **Our Goal**

To help get 5000 shows produced by 2025. #5000BY2025

## **Membership Benefits**

PRO members are the first to be notified of exclusive industry offers, Producer's Perspective events, and opportunities.

# 2. MEMBERSHIP LEVELS

There are three levels of membership and each level offers a variety of benefits.

## **Associate Pro**

The **Associate Producer Level** is a great place to start if you're developing a new script or starting out on your path to production.

### **What You Get:**

- Monthly Office Hours Calls Live with Ken Davenport
- Training Course Library with 20+ Hours of On-Demand Learning for Producers
- Contact Lists for Producers, GMs, Agents and more
- Access to Writer, Producer & Actor Database
- Complimentary Ticket Offers
- Monthly Mixers
- And more!

### **Co Pro** Office Hours Calls with Ken as well as our Monthly Mixers.

The **Co Producer Level** is right for you if you're actively working on getting your show off the ground. Co Producers receive admission into their choice of a Mastermind or Writer's Group, which meet for 2-3 hour sessions each month! You'll also receive access to our Sample Document Library with contract templates, agreements and more.

### **What You Get:**

- All Associate Pro Benefits
- Admission to choice of Mastermind or Writers Group
- Access to Sample Document Library (Budgets, Contracts, Agreements, etc.)
- Access to Raise It: How to Raise Millions of Dollars . . . and Fast! (\$497 value)
- Access to Producing 101 Course (\$497 value)
- VIP Upgrade at Super Conference 2018

### **Lead Pro**

The **Lead Producer Level** is for Writers and Producers who are truly committed to their success and looking to make that next jump in their career. Lead Producers have all the benefits of Co Producers, but also get to attend exclusive Quarterly Mastermind Weekends with Ken Davenport, as well as receive FREE script coverage and consultations.

### **What You Get:**

- All Co Producer Benefits
- Quarterly Mastermind Weekends with Ken Davenport & Award-Winning Guest Speakers
- Unlimited Email Support from Ken Davenport
- 1 Script Coverage with Eric Webb
- 1-hour Marketing Consult with Monica Hammond
- 1-hour General Management Consult with Ryan Conway
- 1-hour Producing Consult with Valerie Novakoff

**\*By Application Only**

## **Mastermind Group**

A Mastermind is a small group of smart, talented, driven people who meet once a month either here in New York City or virtually online with guidance of a moderator from our team to tackle their challenges and problems together. They lean on each other, give advice, share connections and even collaborate with each other.

Our Mastermind Program has been an essential part of a success plan for so many members over the years, and has had a tremendous impact on productivity for those who make the commitment to get involved.

### **Admissions open only ONCE PER YEAR.**

Mastermind Group is a 12 month commitment in which all participants will be asked to sign a written agreement securing their seat and payment for the duration of 12 months.

**Price: Mastermind (for Non Pros): \$197/mo**

**Price: Mastermind (for Pros): \$79/mo** (must be paid in addition to current monthly PRO payment and participants must agree to remain a PRO for the duration of their Mastermind year.)

## **Writer's Group**

Catering to novice and seasoned writers who are looking for support, feedback and a place to explore, our Writer's Group is a small ensemble of writers.

Spanning 12 months, writers engage in cold-readings of each other's work, provide feedback, and hold each other accountable for their goals and assignments for each session. This group is open to dramatists, librettists and librettists/lyricists.

Our Writer's Group has both in person option in NYC and virtual options that are the perfect opportunity for writers who live outside of NYC and cannot commit to traveling into the city each month.

### **Admissions open only ONCE PER YEAR.**

Writer's Group is a 12 month commitment in which all participants will be asked to sign a written agreement securing their seat and payment for the duration of 12 months.

**Price: Writer's Group (for Non Pros): \$129/mo**

**Price: Writer's Group (for Pros): \$99/mo** (must be paid in addition to current monthly PRO payment and participants must agree to remain a PRO for the duration of their Mastermind year.)

### **3. PRO MEMBERSHIP AND PRODUCT POLICIES**

#### **Refunds and 30 Day Money Back Guarantee**

All products, events, and services of The Producer's Perspective are final sale and non-refundable unless otherwise noted.

Exceptions:

**The Producer's Perspective PRO offers a 100% risk free 30 day money back guarantee**

If during your first 30 days of membership, you do not feel as though the membership is right for you, we will offer you a full refund on your first month's payment.

**The Producer's Perspective PRO offers a 100% satisfaction guarantee.**

If after being a member for 12 months or longer you do not feel as though the membership has helped you advance your career, we will offer you a full refund. We just need to see proof you have taken the courses, engaged in the Facebook group and/or attended the networking events, all of which are essential parts of the program.

#### **\$27 Introductory Offer**

If you purchase your first month of PRO at the introductory rate of \$27, your subscription will auto renew at the price of \$97 on the same day of purchase for the following month.

If you wish to cancel your membership and not be charged for month 2, you must contact The Producer's Perspective BEFORE your auto-renewal date. Auto-renewals are non-refundable.

#### **PRO Facebook Group**

Members of The Producer's Perspective PRO have access to a members only Facebook group called PROconnect.

PROconnect is used as a resource, forum, and networking platform for members to share their work, find collaborators, ask for advice, and participate in daily activities including but not limited to: Weekly Challenges, Resources of the Week, Facebook only contests, and more!

Please make sure to keep postings and advertisements about personal projects to no more than 2 per week.

It is your responsibility to be respectful and courteous to other members of the community. Posts are monitored daily and anyone displaying unacceptable behavior will be subject to removal from the group.

## **Consultations and Coaching**

The Producer's Perspective offers a variety of consulting and coaching services:

**Script Consultations:** After submitting your script for analysis you will be scheduled for a 1 hour consultation meeting to receive the feedback, which can be in-person, over the phone, or on Skype. This will give you the chance to have a dialogue about the critique and ask questions as they arise. Script consultations are available with Tony Award-Winning Producer, Ken Davenport as well as our Director of Creative Development, Eric Webb.

**Price: Script Consultation with Ken Davenport: \$995**

**Price: Script Consultation with Director of Creative Development, Eric Webb: \$595**

**Script Coverage:** In this option you will receive a detailed written analysis of your project via email 4-6 weeks from our receipt of the materials. This is an ideal option for those outside of the New York area, or for those who would simply prefer a more formalized version of the feedback. Script coverage services are available with our Director of Creative Development, Eric Webb.

**Price: \$595**

**Script Coaching:** This service is ideal for writers who are looking for more hands on feedback over a three month period. Each session you will walk away with concrete action items to work on that will help improve your project. Script coaching services are available with our Director of Creative Development, Eric Webb.

**Price: Varies**

\*Coaching services with Ken are available at the LEAD PRO INNER CIRCLE membership level- For more information, contact PRO Community Manager, Summer Groh at [summer@davenporttheatrical.com](mailto:summer@davenporttheatrical.com)

**Success Coaching:** Ken Davenport's Success Coaches are all hand-selected and trained by Ken himself to empower you with the tools, resources and advice you need to achieve success in your career the theater. Each member of our coaching team is also a working theater professional and fully understands your challenges, and how to help you overcome the obstacles standing in the way of your success.

**Coaching with Jamie Monahan:** After taking Leadership classes at Christopher Newport University Jamie Monahan was inspired to help people manage their lives more efficiently and lead others effectively. Jamie is a Mastermind Facilitator for Broadway Producer Ken Davenport and has been successfully running her own Mastermind for 4+ years. She coaches individuals and helps others to think outside the box to find creative solutions. Through helping others she has learned the secrets to successful goal setting, gaining confidence, and taking control of your life. She can't wait to share these secrets with you!

**Price: \$250**

**Coaching with Dana Boll:** Dana is a playwright, choreographer and creative producer with a background as an arts manager and fundraising consultant. She has served as a General Manager, Development Director and consultant to nonprofits and executives. Through her work with theatre and dance companies large and small, including American Ballet Theatre and Monica Bill Barnes and Company, she has produced at venues such as Town Hall, The Public Theatre, The Kaye Playhouse, the 92nd Street Y, LaMaMa ETC, and at national and international venues and festivals.

Her strengths are listening, encouraging, and creating roadmaps through obstacles—whether you need a brainstorm of next steps, a strategic plan for your show, a way through writers block, or a fundraising strategy. As one of the facilitators of Davenport's Producers Perspective Pro Mastermind Groups, and an artist herself, she is always looking for ways to invigorate creative practice and promote entrepreneurial mischief.

Dana is currently writing a new environmental musical called *My Toothbrush Killed an Albatross?! and* was one of 18 people, the only performing artist, chosen to participate in the US Fish and Wildlife Service's annual albatross count on Midway Atoll. She is also an ACE-Certified Personal Trainer.

**Price: \$250**

**Vocal Coaching with Fiona McDougal:** Fiona Grace McDougal is one of the music industry's leading vocal coaches, working for Andrew Lloyd Webber on all his major productions globally as well as a host of incredible recording artists and musical theatre stars on Broadway and London's West End.

Since graduating from the Paul McCartney Liverpool Institute of Performing Arts with a First Class Honours Degree in Music (Performing Arts), Fiona has working across both TV and theatre, with some of the most iconic performers of our generation.

Based in London, Fiona's bespoke approach to each client focuses on performance, technique and vocal health. Contact Fiona if you would like to book a private voice lesson at her studio at London Palladium or you can also book for online voice lessons via Skype.

**Price: \$250**

## **Cancelling Your Membership**

To cancel your PRO membership please contact PRO Community Manager, Summer Groh at [summer@davenporttheatrical.com](mailto:summer@davenporttheatrical.com) or 212 874 5348 x743.



## **4. EVENTS**

The Producer's Perspective holds events that are available to the public and some exclusively for PRO members.

### **PRO Only Events**

**Monthly Mixers**- last Thursday of every month

**Office Hours with Ken**- 3<sup>rd</sup> Monday of every month

**Inner Circle Weekends**- Only available to Lead Pro Members

### **Workshops/ Intensives**

**Pitch Night (Monthly):** Open to the public

**Breakfast with Ken (Quarterly):** Open to the public

**Strategy Intensives/Summer Camps with Ken:** Open to the public

**Various Workshops (Marketing, Lyric Writing, etc.):** Open to the public

### **The Producer's Perspective Super Conference**

The Producer's Perspective Super Conference is one of the best ways in which we're helping theatre professionals get a leg up in their career. Because knowledge is power and this conference is a master class in the business of theatre.

This **weekend long** event focuses on how theatre comes to be . . . from the playwrights to production and everything in between.

We bring together the best and brightest from the industry to start a conversation around how a show gets from the page to the stage, the roles required to make it happen, and how YOU can be a part of it all.

Attendees range from Playwrights to Producers to Artistic Directors at established regional theatre. This mix creates unique networking opportunities you just can't find anywhere else. Mingle with you fellow attendees on breaks and at our happy hour events!

## **5. GENERAL PRO MEMBERSHIP INFORMATION**

### **Resource Requests**

Have an idea for a resource? Need help finding one on the PRO site? Email Summer at [summer@davenporttheatrical.com](mailto:summer@davenporttheatrical.com)

### **PROny Awards**

The PROny Awards are The Producer's Perspective PRO's exclusive version of the "Tony Awards". PRO members are nominated based on a variety of factors, such as songwriting, design, networking achievements, etc.

Pros are able to nominate fellow Pros, or even themselves in several award categories.

Each Pro shall be allowed a nomination in up to two of the following categories:

1. PROducer of the Year
2. Song of the Year
3. Social Butterfly (Best at Networking)
4. Busy Bee (Most Accomplished)
5. Best Show Artwork
6. Best Title
7. Rising Star (Most Potential) \*Must be a new member (under 4 months)
8. Best Collaboration

Each nomination will be carefully assessed by the PROny committee before winners are chosen.

### **Script Submission**

If you've written a script, and would like to send it to us for consideration, we'd be honored to receive it.

You may have heard that we recently closed our general submissions program. When we originally opened our submission doors, we had no idea there were so many writers out there dreaming about getting their shows produced. And because of this, we had to temporarily close the program in order to catch up.

But because you're a Pro, we're giving you exclusive opportunity to submit your script to our office for consideration.

Should you wish to submit your script or project to us, please submit your materials through the PRO site under the "Perks for Pros" tab.