



Frontline 2019

**UK
THEATRE**

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#Frontline19

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Frontline 2019

Time	Activity	Location
10.30 - 11.00	Registration and refreshments	
11.00 - 11.30	Welcome Icebreaker <ul style="list-style-type: none"> David Pearce, Tessitura (Chair) Cassie Chadderton, UK Theatre Fiona Allan, Birmingham Hippodrome 	Studio 5
11.30 - 12.30	Panel discussion - Climate Change on the Frontline Chaired by David Pearce, Tessitura <ul style="list-style-type: none"> Chris Snow, National Theatre George Whaley, HOME Dan Kujawski, The Old Vic Tom Hares, Sadler's Wells What practical actions can we take to embed sustainability in our workplaces? What more can we, as frontline professionals and arts organisations, collectively do to respond to climate emergency? With a range of speakers sharing their practice and an opportunity for discussion – what can we learn from each other?	Studio 5
12.30 - 13.30	Trans Awareness: The Basics <ul style="list-style-type: none"> Jezza Donovan, Gendered Intelligence Feel empowered to provide a trans-inclusive welcome to your audiences and support a trans-inclusive culture in your organisation. This entry-level session introduces the key ideas and information you need to know to feel confident about trans-related matters. From terminology and concepts to legislation, along with links to further resources and advice.	Lloyds
	Access & Inclusion: Back to Basics <ul style="list-style-type: none"> Laura Guthrie How can good customer service can support access provision for d/Deaf and Disabled audiences and workforce? An interactive workshop that will help you make a real difference.	Gowling
12.30 - 13.30	Merchandising on the Frontline Chaired by Jamie Snelgrove, Theatre Tokens <ul style="list-style-type: none"> Kerry Whelan, Frantic Assembly Stuart Smith, Nottingham Playhouse Becky Peers, The Alexandra Birmingham Merchandising is becoming a key earner for both venues and touring productions. How can those on the Frontline manage expectations, support sales targets and ensure a seamless customer journey? Hear three examples of different approaches to merchandising, then join the discussion – what can we learn from each other?	Studio 5



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Time	Activity	Location
13.00 - 14.30	Lunch & Networking	PWC & Atrium
14.30 - 15.30	HomelessWise: Working with the business community to end rough sleeping for good <ul style="list-style-type: none"> Fiona McCarthy, St Mungos Community Housing Association Gain the knowledge and confidence to support vulnerable people off the streets and know how to connect people in need to local services that can help.	Lloyds
	The Show Must Go On: Mental Health Awareness <ul style="list-style-type: none"> Pat O'Toole A practical, interactive workshop that will help you raise awareness and support staff with information around Mental Health. You will be provided with a clear procedure and process if you encounter someone who is suffering from poor mental health or is in distress. This workshop will help you remove stigma and provide information.	Studio 5
	No Refund, No Exchange, No Resale... Really? <ul style="list-style-type: none"> Jonathan Brown, Society of Ticketing Agents and Retailors (STAR) The excesses of the secondary ticket market may not have affected theatre as much as live music, but many of the issues are the same. How to act to stop unauthorised resale for profit, offer better service to customers with upfront ticketing policies and still manage commercial expectations?	Gowling
15.30 - 16.00	Tea Break	PWC & Atrium
16.00 - 16.45	Panel discussion – Using your Spaces Chaired by David Pearce, Tessitura <ul style="list-style-type: none"> Claire Ward, Director of Audiences, Curve Theatre Judith Greenburgh, Head of Partnerships & Events, Birmingham Hippodrome How are venues using their spaces beyond a purely theatrical experience? From engaging the community to developing the business offer through corporate hires. Our panel will explore how the frontline interacts with business and audience development.	Studio 5
16.45 - 17.00	Closing Remarks <ul style="list-style-type: none"> David Pearce, Tessitura (Chair) Cassie Chadderton, UK Theatre 	Studio 5
17.00 - 19.00	Frontline & Off Stage 2019 Drinks Reception - sponsored by Yesplan	PWC & Atrium





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Panel Discussion: Climate Change on the Frontline



Chris Snow | Head of Support Services | National Theatre

Chris started as a fringe theatre producer before spending six years in corporate Facilities Management. He joined the NT last year heading up Support Services, managing various aspects of the building's operations.

@NationalTheatre



Dan Kujawski | Director of Theatre Management & Customer Experience | The Old Vic

Dan Kujawski is Director of Theatre Management and Customer Experience at The Old Vic, where he has been a part of the management team since 2010. Dan has overall responsibility for the Front of House, Box Office and Stage Door operations.

@oldvictheatre



Thomas Hares | Technical Coordinator | Sadler's Wells

Technical Coordinator at Sadler's Wells, a role he has been in for nine of the fifteen years worked there. Outside of work, two daughters conspire to give him grey hair.

@thomashares



George Whalley | Director of Finance and Operations | HOME

George is Director of Finance and Operations at HOME in Manchester. HOME is a contemporary art centre with theatres, cinemas and art galleries alongside a thriving bar, shop and restaurant.

@HOME_mcr

Workshops 1: A) Trans Awareness: The Basics



Jezza Donovan | Trainer, Work in Education, Public Speaker, Mentor & Youth Worker | Gendered Intelligence

Jezza has worked in Theatre-in-Education delivering curriculum enrichment in schools across the country. With a parallel career in the arts as an actor and producing their own work in London Fringe theatres. Coming to GI as a volunteer at the end of 2015 Jezza now delivers a lot of their Work in Education, trained through GI as a youth worker, speaks on panels and mentors young trans and gender questioning people. Since January 2018 Jezza has been a member of the GI Training team, leading sessions for school staff, teaching unions, media organisations and many London Theatres. Jezza says 'I am hugely proud to work at GI, as a trans/non-binary person myself, I think our visibility and view on society and the world is a useful one that can only add to the experience of life, not take away from it, everyone really can be more intelligent about gender.'

@Genderintell

Workshops 1: B) Access & Inclusion: Back to Basics



Laura Guthrie

Originally trained in Theatre Design Laura has worked over the last 30 years in arts & disability as well as regional theatre & Local Authorities (Arts Development). With her company, Meander Theatre, Laura continues to develop professional theatre experiences with learning disabled adults. Laura also works for Ramps On The Moon a national award winning programme aiming to create a sea change to advance the inclusion and integration of D/deaf and disabled people in UK theatre.

Workshop 1: C) Merchandising on the Frontline



Jamie Snelgrove | Business Development & Relationship Manager | Theatre Tokens

Jamie brings a wealth of hands-on box office experience. From front desk to Head of Ticketing at the Edinburgh International Festival, and everything in between!

@jamiesnelgrove



Kerry Whelan | Artistic Director | Frantic Assembly

@franticassembly



Stuart Smith | Head of Operations | Nottingham Playhouse

@NottmPlayhouse



Becky Peers | Theatre Manager | The Alexandra, Birmingham

For the past five years Becky Peers has worked in Theatre Management for the Ambassador Theatre Group. In her current role she is Theatre Manager at the Alexandra Theatre.

@thealexham





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Workshops 2: D) HomelessWise



Fiona McCarthy | HomelessWise Information Coordinator | St Mungos Community Housing Association

Fiona comes from a housing management background and has delivered training to a broad range of delegates.

@stmungos

Panel Discussion: Using your Spaces



Clare Ward | Director of Audiences | Curve Theatre

Claire has over 15 years' experience in theatre and the arts. Her current position as Director of Audiences, at Curve theatre in Leicester, sees her strategically lead and manage the Communications, Sales, Programming and Fundraising departments with an aim of positioning audiences at the heart of everything they do.

@curveleicester

Workshops 2: E) The Show Must Go On: Mental Health Awareness



Pat O'Toole

Pat is a Trainer, Facilitator and Coach for Business, Education and the Performing /Creative Arts. Her work encompasses, teaching, training, directing, coaching, research and workshop facilitation. Pat has an MSc in Social Sciences, a PGCHE in Learning and Teaching in Higher Education, and is a qualified Integrative Counsellor and Coach. Pat works with companies and organisations delivering Communication and Performance Skills, Impact and Influence and Mental Health and Well Being.



Judith Greenburgh | Head of Partnerships & Events | Birmingham Hippodrome

@brumhippodrome

Workshops 2: F) No Refund, No Exchange, No Resale... Really?



Jonathan Brown | Chief Executive | STAR

Jonathan has represented STAR on ticketing issues in discussions with government, law enforcement, the press and at industry events for many years. STAR is the self-regulatory body for the entertainment ticket industry. STAR's membership embraces all the major primaryticket agents in the UK as well as many venues and supporting organisations. Members work to a strict Code setting standards of excellence in customer service and information and a dispute resolution service operates to help with customer complaints.

@STARticketing

Conference Chair & Welcome from UK Theatre



Cassie Chadderton | Head of UK Theatre

Cassie spent the first decade of her career working in publishing with a wide range of authors – from James Ellroy to the Spice Girls. As Director of Media and Stakeholder Relations for Arts Council England, she led communications and engagement programmes that made a difference to our cultural landscape. She is also on the Board of the National Campaign for the Arts.

@cassiechadderton



David Pearce | Managing Director Europe | Tessitura

Managing Director Europe for Tessitura Network

@dpmumbles





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Tessitura Network

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Yesplan

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Exhibitors



Integro

Integro have been providing insurance solutions to the theatre and arts industry for over 35 years and have enjoyed an excellent relationship with UK Theatre for a number of years. The team has a vast array of experience in dealing with all aspects of insurance for the industry and work with a range of clients. As the UK theatre industry evolves, they continue to develop solutions that address existing and emerging risks.

[@Integro_Ent](#)



Artifax

Artifax software is used by performing arts centres and festivals to manage venue hire, event planning, artistic and production schedules, plus to maintain an archive of music, films and plays.

[@@Artifaxsoftware](#)



Theatre Tokens

Theatre Tokens is the biggest national theatre gift voucher scheme, run by UK Theatre's sister company the Society of London Theatre, a not-for-profit organisation. Tokens can be used at theatres nationwide and with no expiry date, will always be redeemable.

[@TheatreTokens](#)

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