



Inspiring Future Theatre Campaign 14 July 2022 – Marketing Communications Guide

What is Inspiring Future Theatre (IFT)?

IFT is a UK-wide project which aims to showcase the range of offstage careers available to primary and Secondary school students.

This project consists of two main elements:

- **IFT Day** – a national campaign on 14th July 2022 to highlight offstage careers and jobs in theatre
- **Schools talks** – with volunteers from professionals in the theatre sector offering one hour of their time a year (more information below)

What is IFT day, and how can I support it?

IFT Day happens on 14 July and is a national campaign to highlight careers and jobs in theatre.

We are encouraging all theatre organisations to use your marketing communication channels (especially your social media profiles) to publicly communicate your jobs, your staff, and highlight all the reasons children and young people should consider a career in theatre.

Each year we have managed to make **#InspiringFutureTheatre** trend on twitter, and we hope to do the same this year with your help.

When you post, don't forget to tag us:

London organisations: Twitter: @london_theatre / Instagram: @londontheatre

UK organisations: Twitter: @uk_theatre

To use our **IFT logo**, please download [here](#)

Here are some suggestions for content you can post on your channels throughout the day:

- Short videos/ blogs of people describing their job and what they do to make theatre happen.
- What your staff like most about their job - why is it great to work in theatre?
- What did your staff want to be when they were younger, how did they end up in theatre?

- Offers and opportunities you have in participation, how people can get involved in the world of theatre. Showcase some of your young people and what they are getting up to.
- Share some statistics, how many people does it take to put on a show - who does it involve?
- What work do you do that shows theatre as inclusive - that theatre has a place for everyone.
- What advice would you give to young people thinking about their future - why theatre?
- What can audiences (young people and families) do to get an insight into careers in theatre in your building/company?

If you have any questions or suggestions, please contact SOLT/UK Theatre's Outreach Manager - Siobhan Walsh (siobhan@soltukt.co.uk).

How are SOLT/UK Theatre marking IFT Day?

We will celebrate IFT day by spotlighting an event at Nottingham Playhouse, who plan to host 150 primary school children who will be taking part in backstage activities.

How have SOLT/UK Theatre celebrated IFT Day before?

In 2019, 500 students attended one of 9 backstage workshops in a West End theatre- see [video here](#)

Schools talks

SOLT/UK Theatre partner with Education and Employers who co-ordinate our volunteers (people that work in the theatre sector) to visit their local schools and talk about their job throughout the year.

Please encourage your work colleagues to sign up to be a volunteer here:

<https://www.inspiringthefuture.org/inspiring-the-future-of-theatre/>