

Conference 2010 Forum & Seminar Only Registration Information

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Please advise the Administrator Kate Ghent if you require any further registration packs or registration forms – they are available on line at www.musical.org.nz or Kate can email them to you kate@musical.org.nz

Conference 2010 - Contact Details & Information

MTNZ Administrator and National Coordinator - Kate Ghent

Work: 04 479 5911
Mobile: 027 203 3899
Fax: 04 479 5171
Email: kate@musical.org.nz
Postal Address: PO Box 1413, Wellington 6140
Courier Address: 52 Kenya Street, Ngaio, Wellington 6035
Conference Webpage <http://www.musical.org.nz/conference.htm>

Host – Zone One - Lyn Dorreen – Chairperson & Auckland Coordinator

Work 09 442 4848
Mobile: 027 295 7102
Email: gejackson@xtra.co.nz (home)
lyn.dorreen@ingnz.com (work)
Postal Address: 21/427 Albany Highway Albany North Shore City 0632

Trade Show Coordinator – Andrew Comrie

Mobile: 021 394 039
Fax: 04 479 5171
Email: andrew.comrie@gmail.com
Address: 41 Hapua Street, Remuera, Auckland 1050
Home: 09 520 6924

Courier Address for Rydges, Auckland

Courier Address "Your Name"
Guest - MTNZ Conference,
Rydges Hotel, Corner Federal And Kingston Streets,
Auckland Central 1010
Phone 09 375 5900
Rydges Contact: Angela King

Registration Process - Please use the conference registration form enclosed – one per person. Or alternatively email Kate (kate@musical.org.nz) to receive the form electronically or download it from the MTNZ website www.musical.org.nz/conference . There will be both PDF and MS Word versions available. You can save the Word version to your computer, type in the form and send it electronically to Kate or copy and paste the registration form into an email. Unfortunately due to the cost of setting up and the charge on electronic payments, we are unable to offer on line registrations but you are very welcome to send through your conference registration via email – in fact it is encouraged and you can make payment into the MTNZ Westpac account via internet banking. You will receive confirmation from the MTNZ office once registration payment is received.

Seminars and Forums - You are required, please, to indicate seminar and forum choice when you send through your registration. With 11 forums and 10 seminars and an estimated 300 – 400 people attending conference, it is very difficult to allocate rooms, which vary in sizing, if we don't have the confirmed numbers.

Car Parking for conference guests is available at the adjacent Sky City car parking building (formally Wilson's) on opposite corner of Federal & Kingston Streets to the hotel. Pre Paid Exit Tickets can be purchased from reception for \$15.00 per exit ticket. This is usually \$30.00 per exit. So you can park on the Friday and leave on the Sunday and it will only cost \$15.00. You will need to advise if you will be requiring parking on your conference registration form. We will also have parking available at the Sky City Convention Centre for \$18.00 for those of you only attending the Masquerade Ball.

Conference 2010 - Programme

(please note that this is only a guideline, a final programme will sent to you with your conference pack information in February 2010)

Friday 19 March

9am	MTNZ Executive Meeting
9am	Trade Shows set up
11am	Registration desk opens at the Rydges Hotel
4pm	Trade Show opens
6pm	Pre dinner drinks
7.15pm	Welcome by MTNZ President Ian Reid and Zone One Representative Delwyn Smith, roll call and the cutting of the 50 th Anniversary Cake
7.45pm	The Dominie Drama World Cuisine Dinner – dress: smart/casual
9pm	Jane Keller, accompanied by Richard Marrett, will entertain, followed by a chance to dance
10pm	Registration Desk closes

Saturday 20 March

8am	Registration desk re-opens
8.45am	50 th Annual General Meeting of Musical Theatre New Zealand
10am	Morning Tea - registration desk will reopen for seminar/forum only registrations and ticket pick up for the John Herber Masquerade Ball, for those who are only attending this function.
10.30am	Forum Session
11.45am	The Hal Leonard AGM Lunch
1pm	Registration desk closes
1.15pm	Seminar Session
1.15pm	Trade Show will start to close
3.15pm	Seminar session concludes
3.30pm	Merit & Patron's Encouragement Award and other awards
4.30pm	AGM closes (approx time)

6pm – 7.30pm The Origin Theatrical Champagne & Canapé Hour at the Rydges Hotel accompanied by the Ambiance String Quartet kindly sponsored by Redd Acoustics Sales

8pm MTNZ 50th Anniversary Gala Dinner & the John Herber Masquerade Ball at the Sky City Convention Centre – please note Sky City is a five minute walk from Rydges and transport will be available if the weather is adverse or if you have mobility issues. We will also have people directing you. Formal dress - please come dressed for a ball – traditional or modern – anything goes, and don't forget your mask.

Midnight Masquerade Ball concludes
From 11pm onwards, the bar will be open (and coffee and tea will also be available) at the Rydges Hotel till the small hours

Sunday 21 March

From 9am Farewell breakfast at the Rydges Hotel
10.30am Tour of the Civic Theatre (downtown Auckland)

Conference 2010 – Forums and Discussion

These forums are designed to be a discussion of like minded or interested people and will have a facilitator/s and/or a panel who are either involved or work professionally in the theatre and entertainment industries. Please come to the forums ready to participate and share ideas. This information is correct at the time of printing and MTNZ reserves the right to change seminar presenters, forum panel members and facilitators if the need arises. Biographies in alphabetical order by first name are available either in the enclosed registration pack or please download from the MTNZ website, or contact Kate to have them emailed to you kate@musical.org.nz

Forum One – The Name of the Game - Marketing Musicals

Presenter: **Steve Spiegel**, President and CEO, Theatrical Rights Worldwide – New York

Discussion: Steve Spiegel will draw from his thirty years in the theatre licensing business by comparing and contrasting the unique challenges and myriad solutions to marketing shows from Broadway and West End blockbusters, to lesser-known specialty titles. From traditional print media to the cutting edge of the digital age, marketing musicals is the name of the game.

Forum Two – Sound Design and Equipment Q&A

Facilitator: **Richard Braid** (Now Sound Limited – Shure importer and distributor)

Panel: **Glen Ruske** (Bounce NZ); **John MacGibbon** (ML Consultants) and a representative from **WUNZ**

Discussion: One of the biggest challenges these days for sound is the vast amount of technology that is now available to the sound designer. Whereas 15 years ago we had three radio mics, one mixing board and a CD player, we now have 20+ radio mics, two mixing boards and a plethora of processors, effects units, playback systems, video projectors, and amplifiers. Of all aspects of theatre, sound and lighting is technologically moving the fastest and has the potential to have the greatest impact on the budget and the profit. Richard will present some case studies for the forum to discuss.

Topics suggested for discussion:

☞ Discussion around the use of Ethernet (digital audio management) based sound systems- pros, cons, costs, technical requirements, learning curves, complexity (KISS principle) and whether it is suitable for amateur theatre, whether in a permanent set up or a mobile set up

- ☞ With such a huge selection of equipment at your disposal, how do you choose what to use and, more importantly, how do you budget for it?
- ☞ Should the designer be using the latest technology at all? Could an existing method be used that is much cheaper, though it be more difficult?
- ☞ Balancing the budget with the rapidly changing technology available to the sound and lighting designers is difficult.
- ☞ How is technology impacting on the show budget and how do you plan for it?
- ☞ How is new technology impacting on the performances?
- ☞ How do you decide what you should use and why?
- ☞ What new technology is on the horizon?
- ☞ Expectations of the production crew.
- ☞ The different types of microphones – quality and price – what should you be paying
- ☞ Speaker configuration and the types that best suit musical theatre for voice reinforcement.
- ☞ What aspects should be taken into consideration when choosing a mixing consol.
- ☞ What is involved in balancing a system to a room
- ☞ What sort of baffling and deflection should be used on flat surfaces in a venue.
- ☞ Basic acoustics – what's the rules
- ☞ Sourcing, creating and using sound effects
- ☞ Update from and discussion with WUNZ (Wireless Users Group of New Zealand) who are a coalition of wireless microphone distributors and professional users in the entertainment and screen production industries. WUNZ was established in 2008 to represent all radio microphone users in ensuring that sufficient frequencies remain available with the changeover analogue to digital televisions. WUNZ has entered into constructive dialogue with the Radio Spectrum Management division of the Ministry of Economic Development

Forum Three – Auditioning for a show

Facilitator: John Antony (Director and MTNZ Executive)

Panel: Grant Meese (Director); Val Hemphill (Choreographer);
Campbell Downie (Musical Director);
Jane Keller (professional singer & actor & voice tutor)
Neville Scelly (Performer); Sherrin Scelly (Performer)

Discussion:

- ☞ What should I wear? Should I use props or choreography or costume?
- ☞ If the show takes place in a certain country or time period, should I audition with an accent?
- ☞ Choosing an audition song – (appropriate to your age, life experience, style, vocal strengths and range, being yourself)
- ☞ Should I sing a song from the show I am auditioning for?
- ☞ What should I do if I arrive late for my audition?
- ☞ Etiquette during an audition – appropriate behaviour- be prompt, patient and pleasant (the three P's)
- ☞ What should non-dancers wear to a dance audition
- ☞ How should I prepare my sheet music for the accompanist who will be provided at the audition.
- ☞ Are backing tracks acceptable?
- ☞ Nervousness at auditions – how to overcome it
- ☞ Overdoing an audition song and audition songs that have been overdone!
- ☞ Tips for cold reading

Forum Four – Set Design for the Smaller Venue

Facilitator: Helen Horsnell (MTNZ Executive and Stage Manager)

Panel: Basil Mahan (Porirua Little Theatre)

Bruce McDowell (Tairei Musical Theatre)
Chris Green (Theatre Hawkes Bay/Napier Operatic)

Discussion: A good opportunity for societies with limited wing space and little or no flying capacity to engage in discussion. A sharing of ideas and hints for all attending from three who have designed and built sets in the smaller venues – in Basil's case 170 shows. Each panel member will give a five – 10 minute account of the above each hopefully with visuals and then an open question and answer session

Forum Five – Capital Expenditure

Facilitator: **Lesley Reid** (MTNZ Executive and former President and Executive member of Napier Operatic)

Panel: **Chris McKenzie** (Kenderdine Electrical); **Terry Molloy** (Redd Sales);
Deane Philip (NZ Fire Shield), **David Bosworth** (The Light Site),
Diane Brodie (Current President of Showbiz Christchurch with over 30 years experience in wardrobe both in Christchurch and nationally)

Discussion:

- ☞ Sound and Lighting - with such a huge selection of equipment at your disposal, how do you choose what to use and, more importantly, how do you budget for it?
 - ☞ Is it more cost effective to rent or lease it? It may be more cost effective to buy the equipment, especially if you intend on using the same equipment or methods again for future shows.
 - ☞ Planning for technological obsolescence- equipment life cycle expectations, gear retirement and replacement- how to build this into current shows planning and budgets-spreading the costs.
 - ☞ Should the designer be using the latest technology at all? Could an existing method be used that is much cheaper, though it be more difficult?
 - ☞ What should you hire, lease or buy?
 - ☞ What equipment is essential for safety in the theatre
 - ☞ What should be fire proofed and what is required to be fire proofed?
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Forum Six – Financial Planning for a Show

Facilitators: **Allan Nagy** (MTNZ Executive, Production Manager for Miss Saigon for Abbey Musical Theatre and current President of Abbey – 25 years of board work for Abbey)

Kevin Murphy (Executive Business Advisor and previous President and Life Member of MTNZ, Deputy Chief Executive of TSB; board management and involvement with New Plymouth Operatic for over 20 years).

Discussion: How to set a budget for a show – a working forum where a generic budget that can be used for both large and smaller productions, will be looked at, discussed and set.

Forum Seven – Health and Safety – A Guide for Safe Practices in the New Zealand Theatre and Entertainment Industries

Facilitator: **Ian Reid** (Manager, Napier Municipal Theatre & MTNZ President)

Panel: **Rob Peters** (Theatre Systems and Design and President of ETNZ); **Kathryn Osborne** (Places Please Limited; professional Stage Manager, and Vice President of ETNZ); **Dale Henderson** (President of EVANZ and Venue Manager – Baycourt Theatre, Tauranga) **Graeme Philip** (John Herber)

Discussion: The H&S guideline is the document adopted by all major venues in New Zealand. Attached to this should be site specific H&S requirements, such as access to venue, access equipment on stage, fire and evacuation procedures, use of specific rigging and lighting equipment, etc. A number of community theatres still have the “she’ll be right, a bit of four by two” attitude and we need to get health and safety guidelines working in all venues across New Zealand from small community halls to the big theatres. This forum will discuss how to make the Guide work for your particular venue – no matter how large or small. And what the requirements are from societies from a health and safety perspective including fire proofing requirements.

Forum Eight – Society Websites and the Internet – How to make “modern technology” work for you

Facilitator: **Kate Ghent** (MTNZ Website Administrator)

Panel: **Andrew Comrie** (North Shore Music Theatre website)
Chris Zampese (Musikmakers/HMT Productions website)
Reece Preston (iTICKET)

Discussion:

This forum will look at the following:

- ☞ Why do you need a website?
- ☞ So how do you actually go about it?
- ☞ What are the costs involved?
- ☞ Essential information that a society should have on their website
- ☞ Facebook pages
- ☞ A generic email address for your society and using a domain name
- ☞ On line bookings and ticketing
- ☞ Uncomplicating Domain names, DNS records and Hosting providers
- ☞ Content Management Systems
- ☞ Traffic tracking and analysis

Please note that this forum is not aimed at the IT savvy (the last three bullet points are not scary, really), it is for MTNZ members who are wanting to know more about websites, internet technology, emails and how to use it as a communication, ticketing options and marketing tools for your society/school/company.

Forum Nine – Venues - The “Gore Experience”

Facilitator: **Ross Benbow** (MTNZ Executive and President of Nelson Musical Theatre)

Presenter: **Phil Conroy** (Shand Shelton, ETNZ, Metro Productions)

Discussion: Case study – The Gore Operatic theatre rebuild – how was it achieved, what was done and why. How to make the dollars go further and utilising the skill sets of the members to provide a successful outcome. Another topic for discussion is the expectations of a new venue and the need to change the way the rebuilt and refurbished venues are operated. Relevant for Societies who are looking to upgrade/ modify and build new venues.

Forum Ten – Fund Raising

Facilitator: **Ngairé Holmes** (MTNZ Executive and Chief Fund Raiser for Musikmakers)

Presenter: **Ken Williamson QSM, JP, MInstD**

Discussion:

- ☞ Background Gaming and Community Trusts
- ☞ The current economic climate and how it is affecting available funds
- ☞ State of the general application criteria

- ☞ How to best to apply – who can apply; criteria; important documentation to include with applications, completion of application forms
 - ☞ How to thank/recognise any grant given
 - ☞ What to do if turned down for a grant
 - ☞ Other forms of fundraising
 - ☞ General discussion and advice
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Forum Eleven – The “MDs” (musical director’s) Forum

Presenter: Richard Marrett (NASDA and professional musical director)

Discussion: This forum will cover all the aspects connected with putting together the musical aspects of performance of interest to those present - topics concerning teaching, coaching, working with vocalists, conducting, repetiteurs, orchestras, ensemble parts, using tracks, clicks and monitors.

If you have any specific topics you would like discussed in any of the forums listed above please email it through to kate@musical.org.nz or fax 04-479-5171

Conference 2010 – Seminars

Seminar One: Directing and Shaping the Drama of a Performance

Presenter: Christian Penny (Associate Director – Toi Whakaari, NZ Drama School)

Content Covered: In a musical, as in a drama, each moment is a progression and extension of the core theme of the work. Knowing this can help us "shape" and bring to "life" the scenes and singers we direct. We will explore this in theory and in action. Come prepared to move your bodies. Drama like singing, exists in action!

Seminar Two: Marketing Success For Local Theatres

Presenters: Rachael Wiseman & Terry O'Connor (Amici Productions Limited)

Content Covered: This seminar will focus on creating and implementing practical, effective marketing campaigns for local theatrical productions. Aspects covered will include:

- ☞ Understanding and developing the 'brand' and 'point of difference'
 - ☞ Defining and accessing the target market of a show
 - ☞ Selecting and implementing marketing channels, with some creative twists
 - ☞ Understanding and working to maximise skill sets and resources available within our voluntary groups
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Seminar Three: Stage Management

Presenter: Kathryn Osborne (Places Please Limited)

Content Covered: A session on what a Stage Manager should be concerned with during rehearsals and the performance. Emphasis on paperwork and setting up scripts & scores

Seminar Four: Sound Design

Presenter: Terry Molloy (Redd Acoustics Sales & Redd Acoustics Consultancy)

Content Covered: This seminar will be split into two parts – the first hour will be an interactive discussion on overall production planning and execution from the sound designers perspective and working with other production departments (ie: directors, musical

directors, lighting designers, props & costumes) and how to make the best utilisation of a busy and sometimes stressful time, leading up to opening night. Ideas and suggestions from a sound designer's perspective, when looking at the overall production from initial planning meetings to opening night. The second part (hour and a half) will be an advanced audio system design solutions, using analog and digital equipment.

Seminar Five: Costume Workshop Management
Presenter: Kaarin Macaulay (Head of Costume Construction (Toi Whakaari NZ Drama School))

Content Covered: Kaarin will present a session on Costume Workshop Management - from looking at the play to understanding wardrobe requirements from pre-production through to storing the costumes after the production. Discussion on the basics you need, i.e. most used items that you should have in the wardrobe without having to hire, what fabrics needed in stock if making regularly. Kaarin will also look at sourcing your costume needs and discussing suppliers and common wardrobe issues.

Seminar Six: Vocal Techniques for Musical Theatre Performance
Presenter: Jane Keller (freelance singing and musical theatre performer, tutor and professional singer/performer) accompanied by Campbell Downie (professional musical director/musician)

Content Covered: The seminar will look at "twang" which is a sound that sounds like a high belt and a totally different technique from belting, but has the same vocal quality and "speech quality" - a wonderful technique for high voices to make good sound in the lower register. A master class situation with selected participants and overall observer participation, learning these wonderful vocal techniques and necessities for musical theatre performance.

Seminar Seven: Production Management
Presenter: Rob Peters (Theatresystems & Design, ETNZ President Production Manager for Southern Opera)

Content Covered:

- ☞ The Production Managers Role
 - ☞ The Team Structure/job descriptions
 - ☞ Planning
 - ☞ The people factor in a production - how to bring departments together, communication, conflict resolution
 - ☞ Budgets / Marketing / Advertising/ Contracts
 - ☞ Health & Safety Implementation
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Seminar Eight: Copyright Holders Forum
Facilitator: John Antony (MTNZ Executive)

- ☞ The format of this forum will be as follows:
 - Advice and the law on the use of photographs and videos of shows and rehearsals on internet sites like Facebook and Youtube and who is actually responsible for content posted to the internet – Society or the individual who posts the content.
 - The new copyright law with regard to on line copyright infringement and the encouragement of a digital economy for content creators – APRA
 - New show development and licencing –Steve Spiegel, Theatrical Rights Worldwide

- Each copyright holder will talk about their company and catalogue for approx ten minutes
- Q&A session.

The forum panel will have representation from the following companies:

- ☞ APRA, Auckland
- ☞ David Spicer Productions, Sydney
- ☞ Dominie Drama, Sydney
- ☞ Hal Leonard Australia, Melbourne
- ☞ Origin Theatrical, Sydney
- ☞ Play Bureau, New Plymouth
- ☞ Playmarket, Wellington/Auckland
- ☞ Theatrical Rights Worldwide, New York

Seminar Nine: Small Societies Discussion

Presenter: Irene Mosley

(Results Consulting – strategies for not for profits & small businesses)

Content Covered: This forum will provide that opportunity and attendees should come away with a whole list of practical suggestions for issues that most societies face and solve over time. Topics for discussion (and please note this seminar will be valuable for members from smaller and medium sized societies)

- ☞ Ideas for growing societies
- ☞ Funding
- ☞ Running the organisation
- ☞ Dealing with conflict

Seminar Ten: New Venues - the new facilities they provide and overzealous users and their expectations and undertakings

Presenter: Phil Conroy (Shand Shelton Limited)

Content Covered:

Case Study: This seminar idea has come about as a result of completing a theatre where a theatre group had great expectations of what they were going to do in their opening show, had made commitments to sponsors and had no idea of the implications and dangers in what they wanted to achieve. They didn't want to listen to their own technical people and went to the experts who gave them the same advice and then started to use the issue of undertakings to sponsors as a means to attempt to get a solution. In a new venue, you have to change the ways you have worked in the past and first you must learn to crawl before you try to run.

**MUSICAL THEATRE NEW ZEALAND & ZONE ONE, AUCKLAND
Conference 2010 Registration Form – 19 – 21 March**

One Registration Form Per Person Attending Please

Name:

.....

Representing:

.....

(Society/Company/School/Other)

Delegate / Observer (please circle - applies to Society members only)

Address:

.....

.....

Contact Phone:

.....

Email:

.....

Will you be requiring carparking Yes No

Please refer to the conference registration pack for more detail and cost .

Please refer to the conference registration pack for more detail about the seminars and please refer to the biographies document for information about presenters, forum panellists etc. You are required, please, to indicate seminar and forum choice when you send through your registration. With 11 forums and 10 seminars and an estimated 300 – 400 people attending conference, it is very difficult to allocate rooms, which vary in sizing, if we don't have the confirmed numbers. Your assistance would be appreciated.

Forums and Discussions - Please circle or tick ONE forum - 10.30am – 11.45pm

1	The Name of the Game - Marketing Musicals
2	Sound Design and Equipment Q&A
3	Auditioning for a Show
4	Set Design for the Smaller Venue
5	Capital Expenditure - what should you hire and what should you buy?
6	Financial Planning for a Show – budgetting
7	Health and Safety – A Guide for Safe Practices in the New Zealand Theatre and Entertainment Industries discussion
8	Society Websites and the Internet – How to make “modern technology” work for you
9	Venues - The “Gore Experience” - case study – The Gore Operatic theatre rebuild – how was it achieved, what was done and why.
10	Fund Raising
11	The “MDs” (musical director’s) Forum

MUSICAL THEATRE NEW ZEALAND & ZONE ONE, AUCKLAND
Conference 2010 Registration Form – 19 – 21 March

Seminar Session - Please circle or tick ONE seminar - 1.15 – 3.15pm

1	Directing and Shaping the Drama of a Performance	Christian Penny (Associate Director Toi Whakaari, NZ Drama School)
2	Marketing Success for Local Theatres	Rachael Wiseman & Terry O'Connor (Amici Productions Limited)
3	Stage Management	Kathryn Osborne (Places Please Limited)
4	Sound Design	Terry Molloy (Redd Acoustics Sales & Redd Acoustics Consultancy)
5	Costume Workshop Management	Kaarin Macaulay Head of Costume Construction (Toi Whakaari NZ Drama School)
6	Vocal Techniques for Musical Theatre Performance	Jane Keller (Freelance singing and musical theatre performance tutor and professional singer/performer); accompanied by Campbell Downie (professional musical director/musician)
7	Production Management	Rob Peters (Theatresystems & Design, ETNZ President, Production Manager for Southern Opera)
8	Copyright Holders Forum	Representation from all the Australasian copyright holders & Theatrical Rights Worldwide, New York
9	Small Societies Discussion	Irene Mosley (Results Consulting – strategies for not for profits & small businesses)
10	New Venues - the new facilities they provide and overzealous users and their expectations and undertakings	Phil Conroy (Shand Shelton Limited)

If you have any questions about the registration form, please contact:

Kate Ghent – Administrator Email: kate@musical.org.nz

Phone: 04-479-5911 Fax: 04-479-5171 Cell: 027-203-3899

Registration Fee Schedule

(all fees include GST – please tick the appropriate boxes):

Forum and Seminar Attendance Only

\$20 for MTNZ & ETNZ members, \$30 for non members

Forum and Seminar Attendance Only Including Lunch

\$50.00 for MTNZ & ETNZ members, \$60.00 for non members

Amount Enclosed: \$ _____

Or

Amount Transferred: \$ _____

Please send your registration form and cheque to:

Musical Theatre New Zealand PO Box 1413, WELLINGTON 6140

Or alternatively transfer payment to:

Musical Theatre NZ Incorporated

Westpac – 318 Lambton Quay, Wellington

030-502-0912-552-00 – please include your name as a reference if making a deposit directly into the bank