



Q3 • PREVIEWS AND RUN

ACTIVATE ENGAGEMENT

Plan the moments that connect the show to its ecosystem. Give every activation a partner, an owner and one thing you will measure, so it shows up in the impact report later.

ACTIVATION PLAN

WHEN	ACTIVATION	PARTNER	OWNER	DATE	WHAT WE'LL MEASURE
Before announcement to opening					
Before announcement to opening					
At the show lobby, pre-show, intermission					
At the show lobby, pre-show, intermission					
After the show post-show, talkbacks, the bar					
After the show post-show, talkbacks, the bar					
Beyond the run tours, education, album					
Beyond the run tours, education, album					

Ideas to start from: themed brunches, post-show concerts or talkbacks, a community race or film screening before opening, a book drive with a local bookstore, a training or workshop with a union or school.

ACCESS & AUDIENCE CARE

Impact includes who can be in the room. Check what you will offer and publish it before tickets go on sale.

- ☐ Content and sensory information (flashing lights, haze, loud sounds)
- ☐ Relaxed or sensory-friendly performance
- ☐ Captioning or audio description
- ☐ Pay-what-you-can or community tickets
- ☐ Seating guidance and step-free access info
- ☐ A space or resource for reflection after the show

RUN-OF-SHOW FOR ONE SIGNATURE ACTIVATION

Pick the activation that matters most and plan it in detail.

ACTIVATION

TIME	WHAT HAPPENS	WHO	NEEDS

PROMISE TO PARTNERS

What every partner gets back, in writing.