

Odyssey Theatre in Association with Arts Court and the Ottawa Fringe Presents:
A Workshop Series: *Artistic Directing for Independent Theatres*

Odyssey Theatre is thrilled to offer a six-session intensive in: **Artistic Directing for Independent Theatres**. Designed to inspire and offer practical assistance to the leaders of Ottawa's vibrant independent theatre scene, the workshop series will examine the role of the Artistic Director in a range of company models, and provide ideas for effective leadership of a Theatre. Open to current and aspiring Artistic Directors, the sessions will tackle topics such as: articulating artistic vision; creating an identity in the theatre community; having an impact on theatre and on the public; financing your vision; effective grant writing; developing a company structure, including Board of Directors and staff; sustainability; managing creative relationships; and much more.

Open to: Ottawa theatre artists who...

- ...operate a small-to-mid-size company or collective;
- ...are considering starting their own company or collective;
- ...are interested in becoming the Artistic Director of an existing company.

Led by: Laurie Steven, Artistic Director and Founder of Odyssey Theatre, and guests

Laurie has over 30 years of experience growing a professional Theatre in Ottawa. She has built Odyssey into one of Ottawa's most dynamic Theatres, a company sustained by operating funding at three levels of government and recognized as a Key Organization by the Ontario Arts Council for its "significant impact on: the art form, the artists, their audiences and their community."

Laurie is also an award-winning director, playwright, dramaturge, and teacher. She has launched successful programs including: the award-winning *Theatre Under the Stars*, New Play Creation, Artist Training, and Youth Mentorship. As a creator of theatre, she has worked with both classics and contemporary plays, on both playwright-led and collaborative devised creations. She has provided dramaturgical support to over 20 creators, directed dozens of new play workshops, and taken 27 original plays and adaptations into full production.

Course Content:

The six sessions will combine presentations by Laurie and guest speakers with group discussions and collaborative problem solving. Participants will be provided in advance with weekly session plans, featuring **optional** readings and assignments for enriching the experience.

Session 1: The Artistic Director and the Operating Model

- What is an Artistic Director? What do they do? What should they not do?
- A look at various operating models for independent theatres, the AD's role in each, and how to cultivate effective leadership skills.

Session 2: Mandate, Vision, Planning, and Programming

- What will your company's contribution to Canadian theatre be? What are the steps to achieving that?
- How to design and implement programs that support your vision and achieve your mandate

Session 3: Get Funded

- What sources of funding are available to you? As an AD, how is your time best spent when it comes to fundraising?
- How to write successful grants and manage complex budgets.

Session 4: Growing a Company

- What are the benefits and limits of project-based collectives? How do you balance growing a company with maintaining an artistic practice?
- How to build and manage a board, staff on a small budget, and make ambitious projects possible.

Session 5: Marketing & Audience Building

- What is an AD's role in marketing & publicity? What are the markets you need to consider? E.g. audience, artistic community, and other stakeholders.
- How to develop a strong brand and reach your target markets.

Session 6: Reaching Out: Co-Productions, Festivals & Residencies

- How to stay connected and inspired, build bridges between organizations, tour and produce at festivals, navigate creative relationships, and mitigate burnout.

Workshop Dates:

Session 1 – Tuesday, October 15 – 7-9:30pm

Session 2 – Tuesday, November 12 – 7-9:30pm

Session 3 – Tuesday, January 21 – 7-9:30pm

Session 4 – Tuesday, February 4 – 7-9:30pm

Session 5 – Tuesday, March 3 – 7-9:30pm

Session 6 – Tuesday, April 7 – 7-9:30pm

Cost:

Thanks to the subsidies of all presenting partners, the workshop series is offered at a modest rate of **\$150 (+HST)** for all six sessions. A further reduced rate of **\$100 (+HST)** is available for subscribers to Odyssey's Theatre Professionals Network – sign up [here](#).

Location:

All sessions will be held at Arts Court, 2 Daly Ave in the Courtroom.

Arts Court is an accessible venue. There are street-level entrances to the left of the main staircase and next-door at 10 Daly Ave.

Apply:

Space in this workshop is limited – click [here](#) to apply. To reserve your spot you must fill out the online application form and pay the workshop fee. Call 613-232-8407 to pay by MasterCard or Visa, or mail or drop off a cheque to 2 Daly Ave, Ottawa, ON, K1N 6E2.

Odyssey Theatre is committed to creating an inclusive, welcoming and respectful learning environment. We welcome and encourage persons of all races, cultural backgrounds, abilities, gender identities and expressions, religions, and sexual orientations to apply.

Application deadline: **October 1, 2019**

Please contact Artistic Directing Intern Madeleine Hall at outreach@odysseytheatre.ca or by phone at 613-232-8407 with any questions.