

THEATRICAL  
MANAGEMENT  
ASSOCIATION

**TMA**

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# eat: events and training from the TMA

Supporting management within the  
performing arts

**January - December 2010**



## TMA training

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Over the following pages you will find details of the events and training courses so far confirmed for 2010. Please note that new courses and events are added to our website, [www.tmauk.org](http://www.tmauk.org) on a regular basis.

### **Working Effectively with Creative People**

Thursday, 11 February, TMA, London

£130 + VAT: TMA/SOLT members  
£160 + VAT: Non members

By boosting personal confidence, assertiveness and rapport skills this one day seminar will enable you to work more successfully with creative people. The seminar will assist you: in understanding creative personalities; to develop a series of techniques to become highly effective in creative environments; and give you the knowledge and tools to handle challenging situations and develop stronger inter-personal professional relationships.

### **Managing Third Parties In Your Venue**

Thursday, 18 February, TMA, London

£130 + VAT: TMA/SOLT members  
£160 + VAT: Non Members

The successful hosting of a visiting production or the incorporation of outside contractors into the daily operation of your venue requires good management and good planning. This one-day course will examine the various management tools required to ensure the effective integration of visiting companies and contractors. The day will consider areas such as communications, operational effectiveness and the legal issues involved in working with third parties.

### **TMA Touring Symposium**

Wednesday, 3 March, Congress House, London

£85 + VAT: TMA/SOLT members  
£125 + VAT: Non Members

This is a unique opportunity for all those involved in presentation and production to debate the development of touring in the UK and key business issues affecting the industry. This year's programme includes: Arts Council England on their progress in

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formulating and delivering its eagerly anticipated Touring Strategy; Levies and Royalties; Encouraging Risk in Dance Programming and Building the Audience; and Sustainable Touring.

supported by [thebookingoffice](#)

### **Managing Conflict with Customers**

Wednesday 11 March, TMA, London &  
Thursday 27 May, TMA Rose Street,  
London

£80 + VAT: TMA/SOLT members

£110 + VAT: Non-members

Working to help our customers enjoy an artistic experience can be a source of immense job satisfaction. But what happens when things go wrong? If your role brings you into contact with customers you may have encountered difficult situations, flared tempers or even physical aggression. This day workshop will give you the knowledge to deal with these situations, stay calm and professional, and reach a successful outcome for everyone involved.

### **Media Training for senior staff**

Thursday, 18 March, TMA, London

£200 + VAT: TMA/SOLT members

£250 + VAT: Non Members

Ensuring that you are giving the right message to the media is an exciting challenge. Getting your message across is essential in a media-savvy world. How do you ensure that you stay "on-message" no matter what the provocation? How should you present yourself? How should you act to your best advantage in front of a TV camera or radio microphone when being interviewed? What should you say and what should you avoid saying to keep yourself and your message the focus of attention?

Facilitator Sonia Beldom has extensive experience of creative teams within theatre, radio and television. Sonia worked alongside the Find Madeleine Campaign spokesperson Clarence Mitchell on press and PR management, with David Dimbleby and guests on the latest series of the BBC's "Question Time" and works with broadcast channels for on-screen talent development.

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## **IOSH Managing Safety**

Health and safety management within the performing arts

Monday 19 – Thursday 22 April, TMA, London

£400 + VAT: TMA/SOLT Members

£450 + VAT: Non-members

The TMA is pleased to introduce its new course for managers and supervisors working within arts organisations of all scales. Designed and quality controlled by the Institution of Occupational Safety and Health, Managing Safely will provide you with the knowledge and practical tools to tackle the many and varied health and safety issues within your teams and companies.

The course will cover: Managing safely; Assessing risks; Controlling risks; Understanding your responsibilities; Identifying hazards; Investigating accidents and incidents; Measuring performance; and Protecting our environment.

## **Just the Ticket: Maximising Ticket Sales**

Wednesday 14 April, Cadogan Hall, London

£130 + VAT: TMA/SOLT members

£160 + VAT: Non members

This one day seminar will look in detail at ticketing and pricing structures, what strategies you can use when setting ticket prices and how audience booking behaviour can change during the various stages of a recession. Guest speakers include Tim Baker of Baker Richards, Heather Maitland, marketing consultant, researcher, lecturer and James Blackman of the Lyric Hammersmith.

## **Understanding Meeting Dynamics**

Tuesday, 20 July, TMA Rose Street, London

£150 + VAT: TMA/SOLT members

£180 + VAT: Non members

This course offers senior managers in the performing arts the opportunity to access highly sophisticated training specifically designed to aid them in their role as meeting facilitators. This course will offer you practical tips and

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techniques for more efficient, effective meetings. It will help de-bug your thinking; understand people's differing behaviours; and provide an insight into Belbin team roles; and introduce you to Transactional Analysis.

### **The Essentials of Marketing: Druidstone Wales**

Sunday 19 – Friday 24 September,  
Druidstone Hotel, Pembrokeshire,  
Wales

£1,100 + VAT: TMA/SOLT members  
£1,300 + VAT: Non-members

After a year's well earned rest the TMA's unique opportunity for those in the early stages of their careers as arts marketers returns to its original home for its 26th year. Participants are provided with a thorough grounding in all aspects of arts marketing and a practical framework within which to carry out marketing strategies. The course covers all the essentials of arts marketing including market research, press and pr, e-marketing and copywriting. Based on the latest knowledge about existing and potential arts attenders, it aims to give students the confidence to develop their work to its maximum potential on returning to their own organisations.

### **Effective Management: walking the tightrope**

Sunday 24 – Friday 29 October, Carberry Tower, Edinburgh, Scotland

£1,250 + VAT: TMA/SOLT members  
£1,500 + VAT: Non-members

Since 1993 the TMA's Effective Management course has provided intensive high quality professional development to almost 200 arts managers from across the whole of the UK. The course is your opportunity to address the many challenges that you may face as a Manager.

Sometimes you will find yourself in a position of responsibility where success can only be achieved through the management of other people. Specifically designed for those working in the arts, the TMA's highly regarded Effective Management course will give you an introduction to all the tools you will need to ensure that you have the confidence to manage effectively.

### **How to book**

To book your place or for more details on our programme of events and professional development opportunities please visit [www.tmauk.org/eat10](http://www.tmauk.org/eat10)

## bringing the industry together

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The TMA is the leading UK-wide membership organisation for the management of the performing arts. We provide:

### **Networks within the Industry – keeping you up to date**

Providing direct contact with other theatre and venue managers, touring companies, promoters and others working through the performing arts through our extensive programme of national and regional events, and through our website

### **Advice and Support - reducing risk and costs for your organisation**

Providing members with free one-to-one advice on legal issues, including employment law through our Legal Officer, a qualified solicitor and specific advice on industry and union related matters through our specialist in Employment Relations

### **Professional and Organisational Development – improving performance**

Our comprehensive Training and Professional Development programme offers courses and events for all levels of management, and across the many functions within your organisation including Marketing, Press and PR, Finance, Front of House and Operations, as well as broader Effective Leadership issues such as Conflict Resolution Management, Mentoring and Coaching

### **One voice for the industry - influencing decision-makers**

We promote the financial and social impact of UK theatre, as well as the views of our membership, in order to influence policy and legislative decisions working in partnership with such organisations as the Society of London Theatre, Creative & Cultural Skills, National Campaign for the Arts and the Independent Theatre Council

For more information on TMA membership and our services please contact Seamus McGibbon, Business Development Manager at [seamus@soltmtma.co.uk](mailto:seamus@soltmtma.co.uk) or by telephone on 020 7557 6734 or visit the TMA website at [www.tmauk.org](http://www.tmauk.org)