

Entertainment Package Development Process & Checklist

Sing It

- Select songs and general theme
- Get songs arranged or purchase and get copyright licenses
- Create or purchase learning tracks and other learning tools
- Learn music and refine musicality of songs through coaching, etc.
- Time each of the songs individually

Dress It

- Design costume
- Measure singers
- Order costumes
- Make alterations as needed

OR

- Give costume guidance to group
- Review/approve individual costume selections

Script It

- Write script
- Choose speakers via audition or selection
- Hone script to fit the chosen speakers
- Time each of the speaking breaks, continue to boil it down to the simplest and most essential points

Accessorize It

- Conceive of props plan
- Buy or build props
- Test props in rehearsal, revise as needed

Run It

Initial Reviews and critiques - audio only

- Run and **audio** record the whole show, including breaks for applause
- Share with coach or advisors who are listening with intent to critique
- Get immediate overall impressions from trial audience (flow, clarity, entertainment value)
- Dive into specific critiques
 - Did they understand what you said

- Did they understand why you said it
- Did they feel there was a beginning, middle and end to the performance that was clear.

Refining reviews and critiques - video

- Run and video record the whole show, including breaks for applause
- Review with and without the sound on
 - Watch for all performers remaining engaged at all times whether actively singing or speaking. (if you aren't engaged, why should you expect your audience to be)
 - Watch for smooth, confident and comfortable approach and return from microphone
- Make sure timing fits into time limit with plenty of time to spare
- Edit, edit, edit until it's just right!

Dress Rehearsals and Test Runs

- Perform the entire package in front of as many live audiences as you can
- Refine and edit the package based upon audience reactions