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PRESS RELEASE

For immediate release

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FULL PROGRAMME ANNOUNCED FOR THEATRE CRAFT 2016 & BOOKING FOR WORKSHOPS NOW OPEN

Ambassador Theatre Group's recently appointed Executive Vice President, **Adam Kenwright** will open TheatreCraft, London's largest careers event for non-performance roles in theatre, on Monday 14th November at the Waldorf Hilton Hotel.

Today, TheatreCraft has confirmed the **Aldwych Theatre**, the **Lyceum Theatre**, the **Novello Theatre** and the **Theatre Royal Drury Lane** as the partnering West End venues to host many of the workshops led by theatre professionals throughout the day, plus two exclusive behind the scenes marketing workshops at Dewynters.

Speaking on behalf of the TheatreCraft partnership about the new shape of this year's event
Blayne George, Programme Director at the Theatre Royal Haymarket Masterclass Trust, said:

"We are thrilled to have the generous support of the Waldorf Hilton Hotel and such esteemed West End theatres. We cannot thank the venues and industry enough for being so welcoming and for opening up their doors to the next generation of theatre makers. It will be an incredible opportunity for attendees to experience the inner-workings of four renowned theatres and to join the packed, vibrant marketplace inside the Waldorf Hilton's stunning Palm Court."

Over the last eleven years, TheatreCraft's workshops have proven an excellent resource for young people starting their careers in theatre.

Alex Dillon-McQueen, Technical Apprentice at the Royal Opera House, commented;

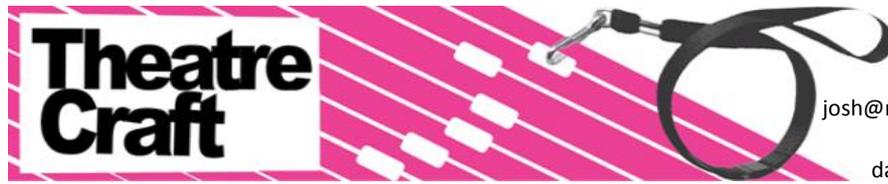
"One of the reasons TheatreCraft proved so useful to me in securing my apprenticeship was because I was able to speak to people already working in technical theatre and I also had the chance to speak to people currently working at the Royal Opera House. I also really enjoyed the workshops; you're sat in a room full of people your own age and all of them are interested in the same particular element of theatre as you. It was really inspiring!"

Workshops at TheatreCraft 2016 will include:

- Behind the Scenes tours of Theatre Drury Lane
- How to Market a Show from Scratch with the Dewynters team
- Charlie And The Chocolate Factory on stage automation demonstrations
- Wardrobe with Mamma Mia at the Novello

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- How The National Theatre Works with Jonathan Suffolk, Technical Director
- Armoury led by the Royal Opera House
- Lighting Visualisation with James Simpson, Royal Opera House
- Careers in Casting with the Ambassador Theatre Group
- Festival Making with the Southbank Centre
- Directing with Blanche McIntyre
- A Provocation for Writers with Barney Norris
- Producing Site Specific Theatre with Emma Brunjes
- Theatre Photography with Nobby Clark
- How to Design a Theatre led by Charcoal Blue Theatre Consultancy
- New Writing with Paines Plough
- How to Produce and Tour Your Show with James Quaife, English Touring Theatre
- Millinery with English National Opera
- Theatre Criticism with Tom Wicker
- How to Raise Theatre Investment with James Seabright
- Press and Marketing with TargetLive
- Taking Part at the Young Vic
- Creating Your Own Pathway with the Barbican
- Manning Your Online Presence with Stage Jobs Pro
- General Management with Peter Huntley
- Stage Management with LAMDA

To book a place on any of these workshops, sign up for free and click [here](http://www.theatre Craft.org/)
(<http://www.theatre Craft.org/>)

Booking is also open for TheatreCraft's 'Ask The Experts' sessions; an opportunity to have one-to-one conversations and gain valuable career insights with a leading industry figure, including professionals from the Young Vic, Barbican, Sadler's Wells, English National Opera, White Light, National Theatre, Society of London Theatre, Opera Holland Park, Michael Grandage Company and the Roundhouse.

Larah Simpson, an attendee at the event in 2014 and exhibitor in 2015, said:

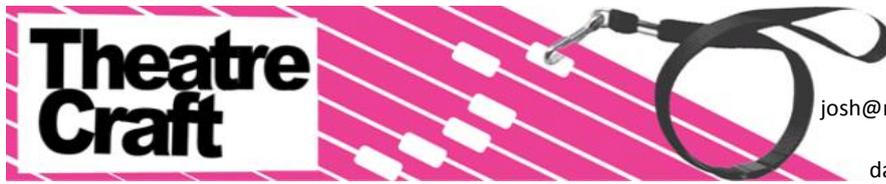
"I attended TheatreCraft in 2014 after graduating from university. I had a one-to-one session with James Clutton and later attended his workshop on producing. I kept in touch with James and was offered work experience at Opera Holland Park and then a permanent job. TheatreCraft is an invaluable resource and the Marketplace is a fountain of knowledge and new opportunities. I was delighted to return in 2015 as an exhibitor for Opera Holland Park."

From directing to stage management, producing to marketing, lighting to design, TheatreCraft is the only place to be for a fun and unique glimpse into the 'behind the scenes' world of theatre.

More than 1,000 people attended TheatreCraft last year taking part in over 75 workshops delivered by skilled theatre professionals and engaging with 64 theatres and organisations in the marketplace, making it the most successful event to date.

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TheatreCraft is organised by a group of committed partners from across the creative and cultural industries; the Theatre Royal Haymarket Masterclass Trust, the Royal Opera House, the Society of London Theatre, Mousetrap Theatre Projects and Creative and Cultural Skills.

For more information and all the latest news about TheatreCraft visit www.theatrecraft.org or find us on Twitter [@TheatreCraft](https://twitter.com/TheatreCraft)

LISTINGS

Event: TheatreCraft

Date: Monday 14 November 2016, 9.30am – 4.30pm

Venue: Waldorf Hilton Hotel, Aldwych, London WC2B 4DD

Delegates can attend for free by registering at www.theatrecraft.org

- ENDS

Notes to Editors

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- A selection of images and artwork are available on request
- TheatreCraft takes place on Monday 14 November 2016 at the Waldorf Hilton Hotel
- TheatreCraft is free to 16 – 25 year olds and offers a busy Marketplace of exhibiting theatre, training providers, educational institutions and career advisors. Up to 70 accompanying workshops, talks, panel discussions and one-to-one sessions led by industry practitioners will be offered to all attendees.

TheatreCraft Ambassador 2016

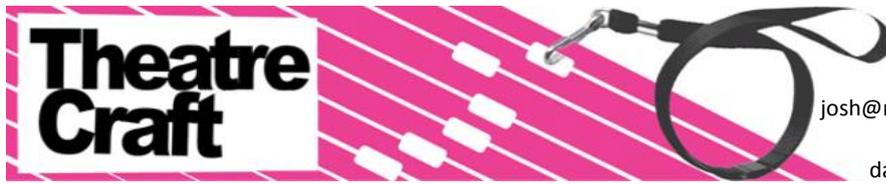
Adam Kenwright

Adam began his career at Bill Kenwright Limited where between 1989 and 1994 he performed various roles culminating in a position of Associate Producer.

Adam founded AKA with Kate Turnbull in 1995 with a vision to produce and promote the very best in theatre and arts to a wider audience. AKA is now the largest and most successful entertainment marketing and advertising agency in the world now employing 450 professionals with offices in London, Manchester, Melbourne, New York, Edinburgh, Sydney and Los Angeles.

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Between 1999 and 2006 Adam produced and co-produced more than 20 productions in London, on tour, in Broadway and around the world including Martin McDonagh's Lieutenant of Inishmore, The Gipsy Kings' Zorro, Lee Hall's Cooking With Elvis, Stephen Sondheim's Sweeney Todd, Marie Jones' Stones In His Pockets, Richard Nelson's Madame Melville, Russell Simmons' Def Poetry Jam, Jerry Herman's Mack and Mabel, Joe Orton's Loot, Peter Nichols' A Day In The Death Of Joe Egg, Boy George's Taboo, Cole Porter's High Society, the Argentinian Performance Theatre Company's De La Guarda and Jonathan Larson's Rent.

In May 2016 Adam Kenwright stepped down as CEO of AKA to take up the role of Executive Vice President at the Ambassador Theatre Group.

About the TheatreCraft Partners

Theatre Royal Haymarket Masterclass Trust

Masterclass is a small charity that has a big impact on young people's lives. During the day when most theatres lie empty and unused, Masterclass opens up the historic Theatre Royal Haymarket to host inspiring and empowering talks, workshops, careers advice sessions, creative experiences and paid apprenticeships for young people aged 16 – 30. Masterclass is committed to using theatre to build confidence, strengthen self-esteem, nurture creativity and develop business and life skills in young people – the talent of the future.

TheatreCraft was established by Masterclass in 2003 to present career opportunities to young people interested in working behind the scenes in the theatre and performance industries.

www.masterclass.org.uk

The Royal Opera House

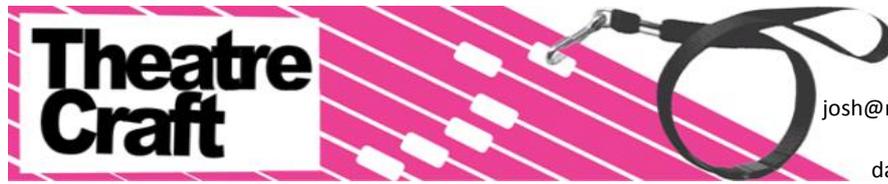
The Royal Opera House is home to The Royal Ballet, The Royal Opera and the Orchestra of the Royal Opera House. Each year more than 500 performances are given with over 774,000 attendances; ROH partner with 15 UK companies with performances being given across 50 venues, and our ROH Live Cinema programme reaches more than 60 countries.

A long-established learning and participation programme now reaches almost 40,000 people of all ages each year with activities ranging from the Youth Opera Company to teacher training programmes; from special performances for families who are experiencing the work of the Royal Opera House for the first time with participatory activities beforehand, to workshops on prop making or percussion.

The Royal Opera House is also playing a significant part in the regeneration of Thurrock working in schools, colleges and the local community. Its role in the development of High House Production Park is bringing new skills and training opportunities to Thurrock in partnership with CCSkills through The Backstage Centre, and South Essex College.

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Mousetrap Theatre Projects

Mousetrap Theatre Projects is a theatre education charity committed to enabling young people with limited resources, access or support to engage with the best of London theatre. Since 1997, we have enabled nearly 100,000 young people to see outstanding theatre, much of it in the West End, with best seats from £5 – £10. Most theatre visits are supported by one of our 18 education programmes delivered by a range of professional theatre practitioners – from musical theatre composition to the ‘business of theatre’ to sound and lighting design to critical reviewing. At the heart of our work is the desire to open doors to young people who might otherwise consider London’s rich cultural heritage closed to them.

www.mousetrap.org.uk

Society of London Theatre

Society of London Theatre (SOLT) is the not-for-profit organisation which provides a collective voice for the theatre owners, producers and managers of all the major commercial and grant-aided theatres across London. As well as protecting the interests of all its member theatres, SOLT promotes theatregoing through activities including the Olivier Awards with MasterCard, the TKTS ticket booth, the Official London Theatre website and its printed fortnightly listings guide, Theatre Tokens and the popular annual celebration West End LIVE in association with MasterCard. It also administers the audience development initiatives Kids Week and Get Into London Theatre, and supports a number of theatrical charities including Stage One and Mousetrap Theatre Projects.

www.solt.co.uk

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