

PRESS CONTACTS

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PRESS RELEASE

For immediate release

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THEATRECRAFT RETURNS FOR 2017 & CONTINUES TO CHAMPION OFF-STAGE TALENT AS REVEALING INDUSTRY WORKFORCE REPORT IS PUBLISHED

TheatreCraft, London's largest, free careers event for young people seeking an off-stage career in theatre, returns to the Waldorf Hilton Hotel on Friday 3rd November.

The annual event will hold further significance throughout the industry following an [independent report](#) commissioned by the Society of London Theatre (SOLT) and UK Theatre, which has found that off-stage theatre, despite benefiting from a passionate, engaged workforce, is struggling with a shortage of skilled technical workers.

The report found that the education sector is channelling young people away from off-stage careers, labelling theatre as a 'high risk option' and offering a notable lack of guidance around training routes into the industry. The report went on to identify TheatreCraft as an important response to these issues, having actively championed the vibrant array of careers in the sector for fourteen years.

More than a careers fair, TheatreCraft remains an entirely free event offering attendees the opportunity to take part in dynamic workshops led by theatre professionals, explore the vibrant marketplace of exhibiting theatres and arts organisations, connect with peers through various networking opportunities and speak with industry experts in one-to-one advice sessions.

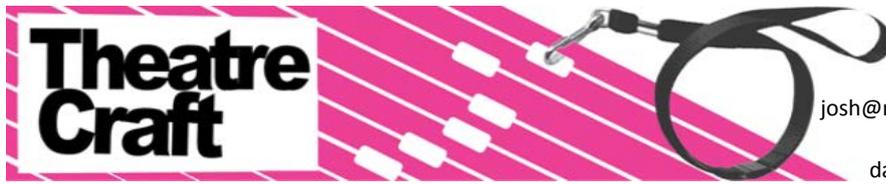
1,000 people aged 16 -25 attended TheatreCraft last year, taking part in more than 68 workshops delivered by skilled theatre professionals across 6 West End venues and engaging with 66 theatres and arts organisations in the marketplace, making it the largest event to date.

Newly appointed President of Society of London Theatre, Kenny Wax, commented;

"Without the skilled practitioners backstage, there would be no theatre. From marketing and lighting to set design and directing, TheatreCraft does the invaluable job of highlighting the range of careers available and helps to spot and encourage fresh talent. TheatreCraft is also a showcase of the talented professionals who make up our industry and we are immensely grateful they donate their time and energy to help make the event the success it is."

Partners





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Speaking about TheatreCraft returning to the Waldorf Hilton Hotel, General Manager, Guy Hilton, commented;

"I am delighted that the Waldorf Hilton, which resides in the heart of Theatreland, can once again be a part of TheatreCraft. TheatreCraft provides a unique opportunity to nurture the talent of young people in the world of dramatic art, which echoes very well our own commitment to create opportunities for young people in the hospitality industry."

From directing to stage management, producing to marketing, lighting to automation, TheatreCraft is the only place to be for a fun and unique glimpse into the 'behind the scenes' world of theatre. Booking is now open for London's largest backstage careers event and attendees can register for FREE via www.theatrecraft.org

TheatreCraft is organised by a group of committed partners from across the theatre industry; the Theatre Royal Haymarket Masterclass Trust, the Royal Opera House, the Society of London Theatre and Mousetrap Theatre Projects.

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

- ENDS -

LISTINGS

Event: TheatreCraft

Date: Monday 3 November 2017

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

Delegates can register for FREE at www.theatrecraft.org

Notes to Editors

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High-res Photographs

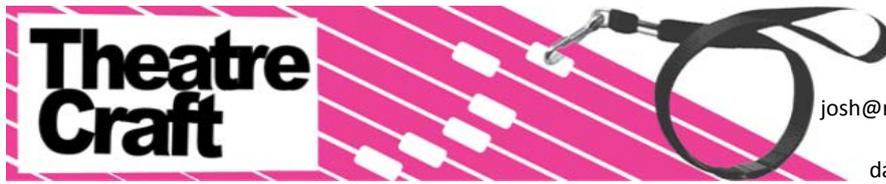
A further selection of images from last year's event can be found by [clicking here](#).

Please ensure all photographers are credited.

- TheatreCraft was launched in 2003 and this year presents its twelfth event
- 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

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workshops, talks, panel discussions and one-to-one sessions led by industry practitioners will be offered to all attendees.

TheatreCraft Partners

Theatre Royal Haymarket Masterclass Trust

Supporting and nurturing young people through theatre is, and always will be, at the heart of Masterclass. As the in-house education charity of the Theatre Royal Haymarket, for the past 19 years we have been dedicated to opening up this beautiful and historic building as a resource for young people.

The Masterclass programme hosts inspiring and empowering talks with leading industry figures, onstage workshops, careers advice sessions, creative opportunities and paid apprenticeships for young people aged 16 – 30. We are devoted to using theatre as a platform to build confidence, strengthen self-esteem, nurture creativity and develop business and life skills in young people –the talent of the future

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.

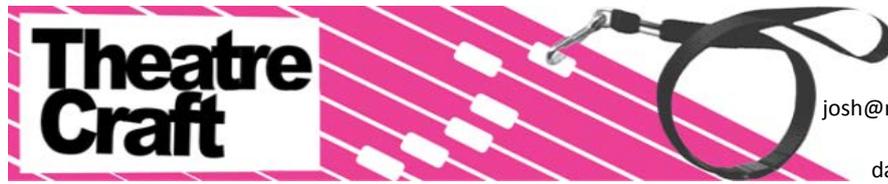
www.roh.org.uk

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

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enabled nearly 175,000 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 21 access, education and youth engagement 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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