

**PENN
LIVE
ARTS**

UNIVERSITY *of*
PENNSYLVANIA

PENN LIVE ARTS

UNIVERSITY of PENNSYLVANIA

PAC-Con Presentation 2024

PENN LIVE ARTS MISSION STATEMENT

As the University of Pennsylvania's home for the performing arts, Penn Live Arts connects diverse audiences with visionary artists and innovative ideas, engaging both the University and the greater Philadelphia community in transformative artistic experiences.

WHAT DO WE DO?

- Student Performing Arts Venues & Support
- Professional Presenting Season (Student Tickets!!)
- University & Rental Events
- Academic Venues & Support
- Education & Community Engagement
- Arts & Entertainment Internship & Career Support

**PENN
LIVE
ARTS**

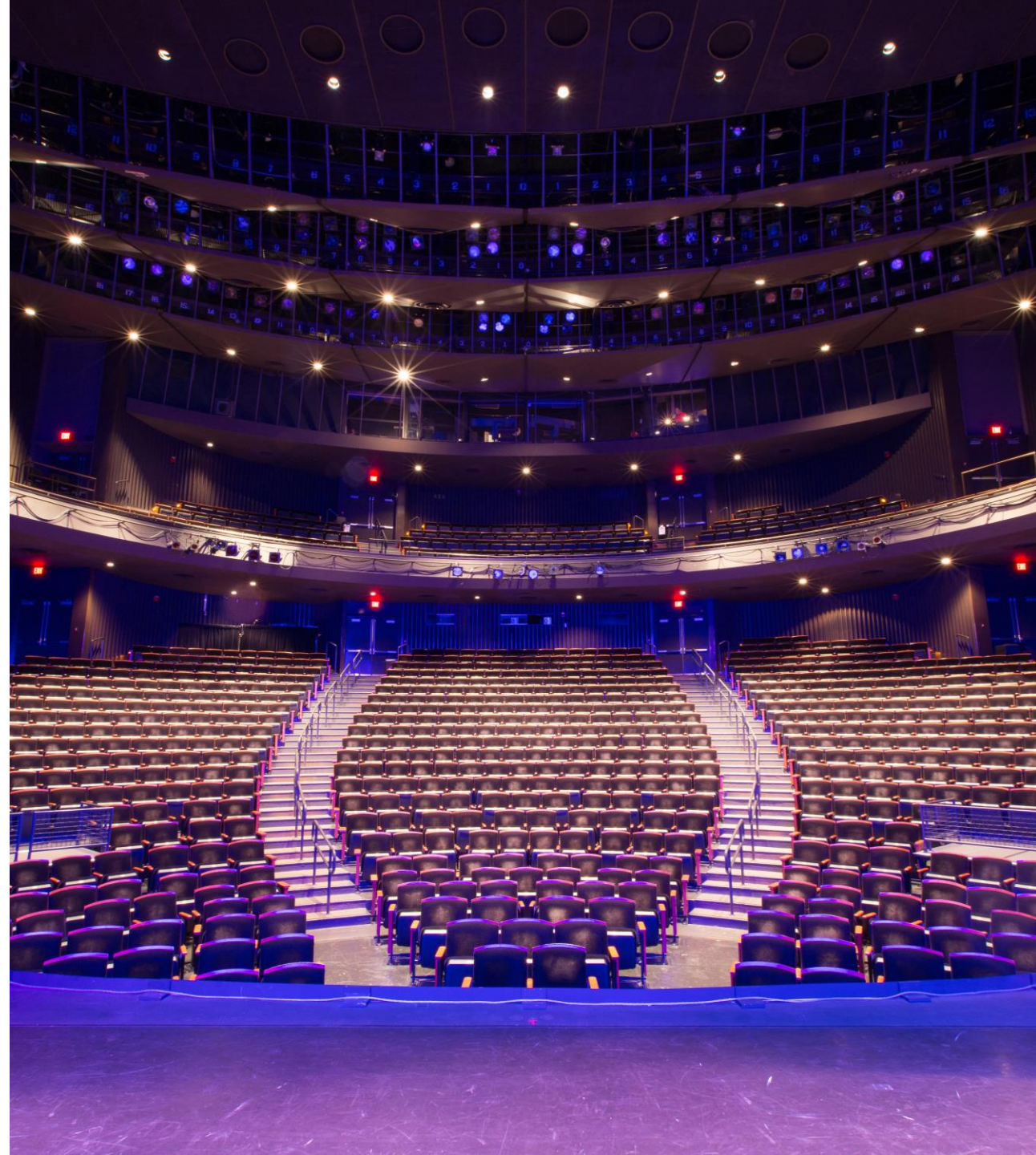
UNIVERSITY of
PENNSYLVANIA

**ZELLERBACH
THEATRE**

Annenberg Center

936 Seats

Full Fly House



PENN LIVE ARTS

UNIVERSITY of
PENNSYLVANIA

PRINCE THEATRE

Annenberg Center

217 – 239 Seats

Flexible Space – 3 configurations



**PENN
LIVE
ARTS**

UNIVERSITY of
PENNSYLVANIA

MONTGOMERY THEATER

Annenberg Center

115 Seats

Primary Venue for Theatre Arts Program



**PENN
LIVE
ARTS**

UNIVERSITY of
PENNSYLVANIA

NEW!

IRON GATE THEATRE

37th & Chestnut

250 Seats



IRON GATE THEATRE FAQs

- **Will we still be able to do our own ticketing?**
 - Yes!
- **Can we use PLA's Box Office to sell tickets in IGT?**
 - Yes! You can either use PLA's Box Office exclusively, or we will sell up to 50% capacity if you'd rather still sell some on your own.
- **Can we still staff our own Front of House?**
 - Absolutely. Please keep in mind that PLA is responsible for the safety & security of all occupants of the facility & our staffing levels will be set to fulfill that critical mission.
- **What about rehearsing until midnight and the midnight show during Spring Fling?**
 - We are not changing either of these practices.
- **What about work light hours?**
 - Work light hours will continue to be offered. In fact, they will now be available in Annenberg venues too.
- **Are you performing any venue or facility upgrades?**
 - Yes! We have a full slate of planned improvements for the space.

Front of House/ Guest Services

FRONT OF HOUSE AT PENN LIVE ARTS IS EXCITED TO WORK WITH PAC GROUPS AS THEY PLAN FOR AND HOST PERFORMANCES EACH SEMESTER!

- Our Guest Services team focuses on supporting each group's FOH vision, ensuring the safety and security of the audience, and providing an exceptional patron experience.
- Host Managers and Ushers are staffed to execute the group's FOH wishes whether that's passing out programs, scanning tickets, wayfinding, assisting a guest with accessibility needs, or any task that helps to create a safe, secure and welcoming environment
- Guest Services will also connect with the security guard staffed, to make sure they have the most up to date information about your performance.
- Information that is important for Front of House to know can include late seating policies for audience as and signage that we should post to ensure guests are well informed of what to expect during your performances. Signage posted could include warnings of:
 - Strong Language
 - Mature or sensitive content
 - Haze or Fog
 - Violence
 - No photo or Flash photography
 - No photo or video

Production

Joel Robert

Associate Director of Production Services

The main point of contact for Student Performances in Annenberg Spaces.

- Harold Prince, Zellerbach, and Montgomery
- Schedule and conduct production meetings
- Assist with technical aspects of using our spaces
- Ensure proper tech staffing and house sound and lighting are ready for use
- Coordinate with Front of House on performance days
- Office location is Annenberg 309 & Contact info is on PLA website and in Guide

Quick words of advice for successful production at Annenberg:

- Read the Producers' Guidebook and any other documents provided to you.
- Be diligent in maintaining current email contact information.
- Be timely in responding to emails and requests for availability to meetings.
- Reply to all and be mindful of inclusivity within your group and in space share scenarios.
- At least 2, but up to 3 or 4 meetings are necessary for successful planning.

BOX OFFICE – HI, HELLO, HEY

MAIN CONTACT

Tiffany Lu

Assistant BXO Manager

Anytiff@upenn.edu

Please **DO NOT** contact my personal phone, email, or social media handles regarding work.
Memes are always welcome.

Contacts for When Tiff is Out of Office (But I'm also a workaholic)...

Jane MacManus

BXO Manager

Janema@upenn.edu

Nora Gair

BXO Supervisor

gair@pla.upenn.edu

BOX OFFICE – ZELLERBACH & PRINCE

PLA

PLA takes care of ticketing.

- Best for groups who want more support in ticketing.
- Customizable reports and records upon request.
- Staffing provided for each performance.

SPA
PAC

Groups take care of ticketing.

- Best for groups who want to keep their audiences within their own bubble
- **Minimum of 2 people** for Box Office and Front of House management at your performance.
- Pre-pulls cannot be reprinted.

MIXED

Best of both worlds.

- Best for groups want some assistance.
- Ex: Group handles alumni sales, PLA handles rest.
- Reports upon request and staffing provided.

BOX OFFICE – IRON GATE THEATRE

PLA

PLA takes care of ticketing.

- Best for groups who want more support in ticketing.
- Customizable reports and records upon request.
- Staffing provided for each performance.

SPA
PAC

What was usually done.

- Best for groups who want to keep their audiences within their own bubble
- **Minimum of 2 people** for Box Office and Front of House management at your performance.
- **Abide by Platt, SAC, and OSA Guidelines.**

MIXED

Best~~~ of both worlds.

- Best for groups want some assistance.
- Ex: Group handles alumni and group sales, PLA handles individual sales.
- Reports upon request and staffing provided.