

Rehearsal.

The Ten Basics

1. People

- All the cast throughout in all rehearsal
- Positions/who sits where/stands/moves!
- Individual rehearsals as needed
- Emphasis on opening and handovers

2. Timings

- Aim full rehearsal 24 hours before
- Rehearse in morning (not evening)
- Time the total – assume 15% longer on the day

3. Location

- In actual room
- Or recce venue and replicate in rehearsal
- Prop/choreograph before rehearsal starts

4. Presentation materials

- Check all materials ready
- In order and sizes required
- How displayed during/end of pitch

5. Client stuff

- Client products (and competitor)

- Competitor/client ads

- Client brief

- Website (or access if needed)

- Relevant mags/other references

6. Question and answer session

- Rehearse who chairs/"fields"

- Prepare written likely questions

- In pitch listen out for follow up opportunity

7. Presentation equipment/IT

- Laptop/projector/DVD/sounds etc/screens

- If away, check and double check with client.

- Ensure "comfort level" in handling

- Flip charts/pentels/pins/tape/blue tac/carrier bags etc

8. Accessories

- Flowers/music/"decorate"
- Pads/pencils/name tags
- Refreshment – before, during, after
- Agenda sheets/boards/Agency branding

9. Meeting and greeting and leaving

- Receptionist briefing
- "Welcome"/dress reception
- Who meets
- Transport arranged

10. Documents/leave behinds/"souvenirs"

- Review all agreed items/documents
- Branded DVDs/CDs
- Packaged/personalised carrier
- NB. DO NOT LET DOCUMENTS PREPARATION EAT
INTO REHEARSAL TIME