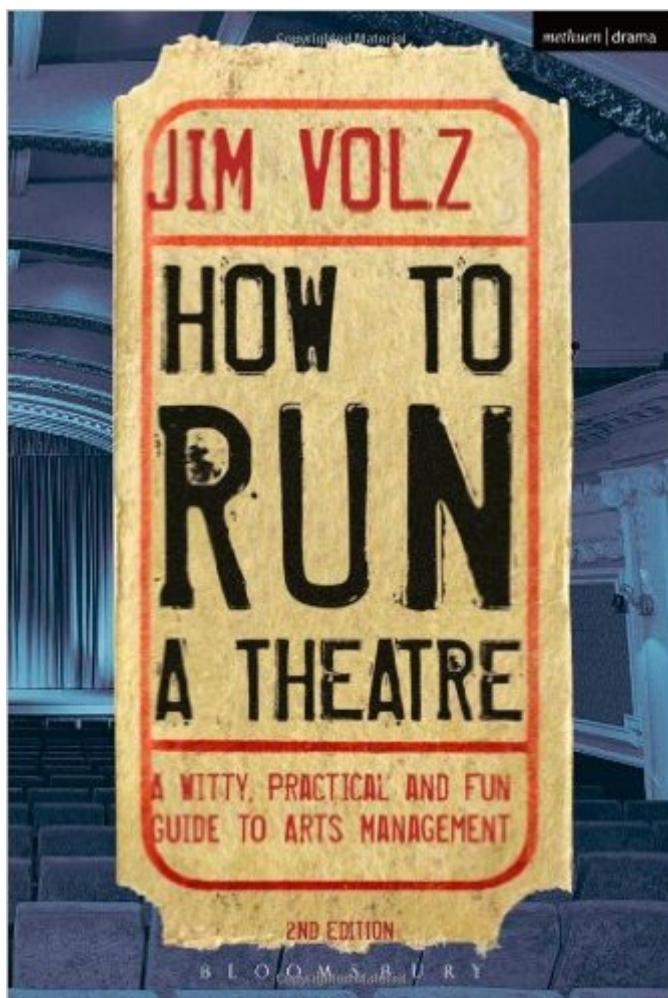


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# How To Run A Theater: Creating, Leading And Managing Professional Theater



## **Synopsis**

Jim Volz is one of America's leading theatre consultants with more than three decades of work with theatre, dance, music, museum and arts center management. In this book Jim Volz brings his expertise to anyone who works in arts management, from novices to middle managers to executive directors. *How to Run a Theater* is a unique, dynamic, and savvy guide to building an arts institution that works. Drawing on more than 30 years of experience, here is practical advice on a variety of management skills: Financial Management; Personnel Management; Fundraising Development; Board of Trustees Communications; and Marketing & Audience Development. This new edition is thoroughly updated and revised and now includes a Board of Trustee Contract, new budget exercise with ticket income formulae and the use of social networking for marketing and fundraising.

## **Book Information**

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## **Customer Reviews**

I first encountered *HOW TO RUN A THEATRE* when I was stage managing in college. I had a fair amount of educational and local theatre management experience already but HTRT brought a fresh and fun perspective (and sometimes validation) to the art of theatre management. The heart of this book for me are the tips on Understanding and Empathy/ Communication and Relations because although it is a business, the casualness of theatre sometimes lends itself to more drama off stage than on!! Not only did the book address all the standard points, things I should have already known about budgeting, producing and managing, ie: the technical aspect, but it gave a great human perspective on the task of creating relationships while doing all this business. It's no easy task to run a theatre efficiently, especially when the biggest obstacles are the people and personalities that run

it. This is a wonderful handbook, a go to guide to problem solving. Great tips on fundraising and strategy. It's a great companion for anyone working in a theatre where creative and sometimes unconventional solutions are necessary to keep the peace and make the show go on...and that's every theatre!! The book is witty and light throughout and it really does get into honest detail about the work involved and some of the hardships and downfalls, working theatre s have to deal with. Theatre is collaborative, so if you don't know how to collaborate....read this book!! Break a leg!!

I have a well-loved copy of this book with all sorts of notes in the margins. I will keep this book forever on my bookshelf - not only as a keepsake from when I started an off-off-broadway company in 2009, but also to serve as a quick oracle for inspiration. Flip to any page and you are sure to find a nugget that you can relate to your professional or personal life. Mr. Volz lays out the no-nonsense facts to being an effective leader in any capacity. I find the chapter on Human Resources especially helpful in managing my team and keeping them excited about producing great work. The chapter on Board dynamics is also helpful, as creating the Board of Directors for my company was my first adventure in that area of arts administration. I was grateful to have a mentor within the pages of this book as I ventured my first year of creating and working with a Board. Mr. Volz peppers the book with classy wit and serves up lots of time-saving tips and relational advice. Though it is theatre-centric as a selling point, this book is useful for anyone starting a new business. I highly endorse this book for anyone looking to step up their game in theatre management or personal achievement.

As we started working through the process of starting and shaping a theatre company while living in Chicago this book stayed with me all of the time. This is not one of those books to be read cover to cover, rather a living, working text that has the magic ability to help you solve any problem you may run into during the incredible process of starting a theatre company in any city. It is not only a great resource, but a tool I now reference regularly when I teach any section on theatre management or introduction to theatre. The only downside of owning this book is that you do not get a portable "Jim Volz" to walk beside you every step of the way!A great book from one of the best theatre consultants around.

This is the 2nd edition. The 1st edition was so popular, new copies are selling for over \$1,000 on . As someone who ran a small theatre company myself, How to Run A Theater offers a lot of basic and useful advice. However, I think the best target audience may be students and teachers. Too

often we study the craft, but we graduate with no idea of how that craft actually operates in a real world context. Socially, economically, politically. We enter into the business of theatre uneducated and unempowered. This book is a badly needed corrective.

This book contains so much information to help start, build, or improve any company. Theatre or not. I've personally learned so many different techniques using this book. It tells you who is where on the ladder and how do you work your way up. At first I thought this would only help me understand better the way theatre works; however, it really teaches you techniques or tools to use anywhere. I sincerely appreciate this book.

I consider myself very fortunate to have had Professor Volz as an instructor. He is a wealth of knowledge and stories; all of which are to the point, sometimes funny, always relevant. His books are written as such and are must haves for any level, from the aspiring amateur to the seasoned professional. "How to Run a Theater," is an organic companion that not only offers real problem solving but the information to diffuse bombs before they explode. Very highly recommended.

This book is fantastic! I can't tell you how many interviews and projects it has prepared me for. It explains everything you need to know about running a successful theatre in an easy to comprehend way.

An invaluable tool for anyone looking to start or run a theatre company. This book is full of practical advice and not-so-common sense that will help any young theatre company succeed. I have used this book myself as an actor and a member of startup theatre company. I always pass it on to friends looking to run a theatre. Also, as an actor, it is full of wisdom that has helped me manage my career through the years. If you are looking for a practical guide to running theatre, this is the book for you. If you are looking to expand your knowledge about how theaters are managed, this is the book for you. If you are an actor looking for tips on how to manage your career and be a smarter actor, this is your book.

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