



CHART OF COMPETENCIES

PRESENTERS

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You should find everything you do somewhere on the Competency Chart, but you will not necessarily do everything identified on the Chart.



CHRC
Cultural
Human Resources
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des ressources humaines
du secteur culturel

PRESENTERS

Chart of Competencies

A **Presenter** is an individual who operates or rents a hall or outdoor site or other venue in order to present shows there. Various types of venue may be used: sport centres, major cultural complexes, nightclubs, hotels, cabarets, etc. The presenter covers the costs of purchasing the show by obtaining from the concert promoter (directly or through an agent) the right to present the show for a set number of performances. The presenter is responsible for audience ticketing and seating, security, promotion and technical matters. The presenter also oversees the hiring of the additional onsite staff required for the shows such as stagehands, ushers, ticket takers, janitors, food and beverage sales people etc, whether directly or through those provided by the venue.

The **Competency Profile** is to be used in conjunction with the **Chart of Competencies** for **Presenters**.

The **Competency Chart and Profile** can be used by individuals to evaluate their own skills and to determine areas where they should pursue additional training. On a corporate level, this material can be applied in developing competency-based professional development programs, negotiating and customizing training programs, developing / reviewing career planning programs, recruitment profiles and individual position descriptions.



Cultural Human Resources Council
17 York Street, #201, Ottawa, ON K1N 9J6
Telephone: (613) 562-1535
Fax: (613) 562-2982
www.culturalhrc.ca

A Presenter must be

PROFESSIONAL COMPETENCIES

A. Develop a Vision

- 1. Articulate a personal vision
- 2. Communicate vision
- 3. Design and implement a strategy to achieve vision
- 4. Develop and revisit an action plan
- 5. Measure outcomes

B. Plan a Season and / or a Festival

- 1. Anticipate public trends and tastes
- 2. Determine general time frames
- 3. Select venues / sites
- 4. Develop season's / festival's programme
- 5. Respond to opportunities
- 6. Develop a programming budget
- 7. Assess risks
- 8. Obtain stakeholder (internal and external) buy-in

C. Select Artists / Productions

- 1. Develop and maintain relationships with agents, managers and artists
- 2. Search out artists / productions
- 3. Perform research on artist
- 4. Assess quality of performance
- 5. Assess technical feasibility of production
- 6. Assess financial feasibility of performance
- 7. Assess marketability of artist / production
- 8. Assess quality of artist's / production's marketing material
- 9. Collaborate with other presenters
- 10. Make artistic decisions

D. Contribute to Artist Development

- 1. Organize professional development activities
- 2. Develop residency and coproduction projects
- 3. Develop artistic collaborations
- 4. Expose / assist emerging artists
- 5. Commission new work

E. Negotiate Contracts

- 1. Articulate a proposal / offer
- 2. Evaluate artist contract rider
- 3. Identify and resolve legal / contractual issues

F. Develop an Audience

- 1. Engage community partners
- 2. Engage new audiences or new market segments
- 3. Encourage audience crossover to other genre(s) / discipline(s)
- 4. Organize outreach enrichment and educational activities
- 5. Develop audience trust

G. Market Activities

- 1. Position the organisation in the market
- 2. Identify target markets
- 3. Create a communication and marketing plan
- 4. Execute subscription plan
- 5. Execute group sales
- 6. Execute promotional and publicity campaign
- 7. Execute advertising campaign
- 8. Monitor progress of sales

H. Execute Event / Show Logistics

- 1. Communicate event requirements
- 2. Coordinate event itinerary
- 3. Conduct "advance" meeting with producer / artist representative / artist
- 4. Monitor event requirements and internal protocols
- 5. Supervise personnel

I. Participate in Funding Efforts and Programs

- 1. Develop and maintain relationships with funders and donors
- 2. Develop and maintain a sponsor program
- 3. Develop and maintain a membership program
- 4. Report results

J. Perform Senior Management and Administrative Duties

- 1. Participate in governance development and in formulation of policy
- 2. Report to governing bodies
- 3. Participate in business planning
- 4. Manage a budget
- 5. Participate in human resource management

J. Perform Senior Management and Administrative Duties (cont'd)

- 8. Administer contracts
- 9. Advocate
- 10. Represent organization
- 6. Mentor staff
- 7. Conduct meetings

GENERAL COMPETENCIES:

K. Demonstrate Interpersonal and Communication Skills

- 1. Convey passion and conviction for the art
- 2. Exercise leadership
- 3. Persuade
- 4. Establish and maintain personal relationships and networks
- 5. Collaborate
- 6. Practice active listening
- 7. Exercise tact and diplomacy
- 8. Speak in public
- 9. Negotiate
- 10. Write in a clear and concise manner
- 11. Give constructive feedback

L. Demonstrate personal Skills

- 1. Demonstrate integrity
- 2. Exercise creativity and innovation
- 3. Display intuition
- 4. Prioritize
- 5. Demonstrate organisational skills
- 6. Multitask
- 7. Take risks
- 8. Work under pressure
- 9. Adapt
- 10. Solve problems
- 11. Make decisions
- 12. Dedicate oneself to the work
- 13. Manage one's professional development
- 15. Apply analytical skills