**One Day, Maybe**

**Created by dreamthinkspeak**

**Friday 1st September - Sunday 1st October**

**King William House, Lowgate**

**Presented by**

**Hull UK City of Culture 2017**

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| --- | --- | --- |
| Katy Fuller | Executive Producer | 07771 76 46 56 |
| Cian Smyth | Producer | 07787 988 411 |
| Laura Beddows | Assistant Producer | 07920 052 951 |
| Ben McKnight | Director of Communications | 07718 100793 |
| David Watson | Head of Digital | 07470 395233 |
| Tristan Sharps | Director, dreamthinkspeak | 07811 440 345 |
| Nick Sweeting | Exec Producer, dreamthinkspeak | 07778 181319 |

**INTRODUCTION**

One Day, Maybe is a site specific performance for an audience of up to 40 at any one time, entering in timed slots.

One Day, Maybe is created and performed by dreamthinkspeak. It is presented by Hull 2017 who hold responsibility for box office.

This crisis communications plan provides a protocol to ensure an effective and timely response to emergency situations and emerging issues that may occur across the event nights. This includes a situation or an incident that delays or prevents the event taking place as originally planned.

The primary objective is to enable the media relations team, key staff and stakeholders to support overall event communications and, where appropriate, the management of particular situations, in the event of a crisis or serious event. The aim is to ensure clarity about responsibilities, channels of communication and protocols for approving and delivering messages are transparent to all involved agencies.

**GENERAL PROTOCOL**

* Hull 2017 has the primary contact with ticket holders in advance of and after attendance at the event. Possible modes of contact are:
  + Through direct email / phone contact with ticket holders
  + Through broader social media messaging and the Hull 2017 website
* Dreamthinkspeak has the primary contact with audience members who are on site. Possible modes of contact are:
  + Through ushers / performers directly addressing the audience
* Katy Fuller - supported by Cian Smth and Laura Beddows - will be the primary contact with dreamthinkspeak
* Public and media understanding of who is responsible for the success or failure of One Day Maybe is with Hull 2017, which will lead on media management, proactive messaging and reactive responses.
* Ben McKnight, Hull 2017 Director of Communications, will oversee the process of issuing media and other messages working with David Watson (Head of Digital).

* Ben McKnight / Katy Fuller will liaise with Martin Green, Hull 2017 Director and CEO, to keep him updated or agree messages, as appropriate.
* Ben McKnight and team will update Jacqui Gay, Hull City Council Head of Communications if necessary
* Martin Green will update Rosie Millard as appropriate.
* Information relating to serious incidents, public order, crime, etc. will be directed to and responded to by the police, who will have responsibility for deciding the strategic response and considering the longer-term implications of the crisis. Depending on the nature and seriousness of an incident, Hull 2017 may comment after the facts have been verified with a statement discussed with the police.

**COMMUNICATION CHAIN**

**Katy Fuller**

**Ben McKnight / David Watson**

**Tristan Sharps**

**Cian Smyth**

**Laura Beddows**

# DTS / HULL 2017 CommUNICATON PLAN

|  |  |  |
| --- | --- | --- |
| One hour before first show | Either:  “Status: no issues”  Or brief detail of any current concerns and courses of action. |  |
| For each slot – within 10 minutes of start time. | Either:  “6pm status: no issues”  Or  “6pm status: delayed start (estimated duration) / tech problems / XXXX” | In the case of the second status update further conversation and updates will be necessary |
| In case of accident / incident | Brief notification and whether any action required. | Note this is primarily for notification purposes and for Hull 2017’s communication responsibilities. Hull 2017 recognises that dreamthinkspeak has processes in place for dealing with incidents and will not, therefore, enter into unnecessary communication about incidents as it is anticipated full reports would be delivered through the show reporting mechanism. |

# ISSUES & CRISES – SCENARIOS, OUTLINE PROMPTS AND CUES

**Media responses are for guidance only**

**Show delay**

If the show start time is delayed for any reason, the audience will initially be informed by the performers within the narrative of the show.

If the show is delayed for over 30 minutes, Hull 2017 will honour the following for any audience members who request. Note this will be done on a reactive rather than proactive basis:

Offer of complimentary tickets for an alternative slot

If this is not accepted, offer of refund (tbc)

Line: We sincerely apologise for the significant delay to the XXXpm performance of One Day, Maybe. This is a technically ambitious show and unfortunately, in this instance, the show had to be delayed for XXXXX. We would like to offer you a chance to re-visit One Day, Maybe so you can fully experience it.

**Show cancellation**

If a show has to be cancelled, **whilst the audience are on site,** the responsibility for the messaging will be with the dreamthinkspeak staff on site. A member of the Hull 2017 producing team will also attend site as quickly as possible. Hull 2017 will issue a follow up email to all affected audience members in due course.

If a show has to be cancelled in advance of the audience arriving, the responsibility for messaging will be with Hull 2017, who will contact audience members directly and / or through broader social media messaging if deemed necessary.

LINE (if cancellation required): Unfortunately, due to [unforeseen circumstances / XXXX], the organisers have had to take the decision to cancel this show. Please contact the box office team at Hull 2017 for an alternative booking slot or, where this is not possible, a refund.

## Evacuation

It may be necessary to evacuate part or the entire site. The Event Manager, in consultation with the management team and emergency services, will make this decision. In an extreme situation emergency services may take supremacy.

**LINE - CHECK WITH/REFER TO POLICE:** The organisers are assessing the situation and we are in close contact with the police. The event organiser and event security are investigating what has taken place and we await a full report.

## Injury or death of performer or audience member

Should there be an accident involving one or more of the performers or audience members and resulting in their injury or death, it may be necessary to make a statement. This will happen with initial reporting from the organisers and consultation with the management team and emergency services. Depending on the nature of the incident it might be necessary to involve the Health and Safety Executive.

**LINE:** A full investigation will take place into what happened. We will update when more information about the circumstances of what happened is known.

[In the event of death] Our thoughts are with the family and friends. A full investigation will take place into what happened. We will update when more information about the circumstances of what happened is known

**Bomb threat**

If any suspect package is found, it will not be touched and Police informed via the production team immediately. The nature of response is dependent upon the circumstances at the time and involves a wide range of factors which will be assessed by the staff. Media response to be led by the police

**LINE:** We are keeping in close contact with the police. We will continue to monitor the situation and urge the public to remain vigilant.

**Q&A – needs review**

Should there be any negative feedback from members of the public following one of the event evenings, the following responses have been drafted for use on social media.

**The technology didn’t work, why didn’t the technology work?**

One Day, Maybe is a highly innovative show using advanced technology. This innovative approach by dreamthinkspeak involves a variety of traditional theatrical performance and highly complex set design mixed with technology. Some technical glitches may occur but the company worked hard to ensure this did not impact too much on the full experience of the production.

**Why was One Day, Maybe cancelled?**

One Day, Maybe is an innovative and risk-taking production by one of the most ambitious site-specific theatre companies in the world. This approach to the use of technology in its production requires a little more time to ensure we deliver the best experience for the many people excited to see the show.

**Can we get a refund or use our ticket for another performance?**

Audiences who experienced a significant delay (over 30 minutes) or cancellation are welcome to contact Hull 2017 box office to secure a complimentary ticket to re-visit One Day, Maybe at a later date in its run where tickets are available. If not alternative slot is available a refund will be issued.

**I got to the event and found it was cancelled**

The safety of our audience, staff and volunteers is paramount, and unfortunately the event was unsafe to go ahead due to XXXX

Messages were put out as soon as the decision was made so as to inform the public as quickly as possible and we apologise if this did not reach you on time.