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Images available upon request

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Professional Development in Philly Fringe 2020: Project Management for Producers

Philly theater producer, artist and certified Project Management Professional shares unique lessons for artists

Philadelphia, PA – Project Management for Producers is an artist development and education tool that falls under a new category in the 2020 Philly Fringe: workshops. The goal of this work is to share best practices from the project management discipline that will help theater and live performance artists to plan and conduct smoother events. Originally planned as a live ticketed event with a fee, this content is now being offered as a video for anytime access at no cost during the festival.

The Project Management skill set is much more than a buzzword, and its applications reach far beyond the industries where it is typically found: IT and construction. In the "Project Management for Producers" video, certified Project Management Professional, artist, and producer Liz Zimmerman will share with you some of the most valuable concepts from the project management discipline and some advice gained from practical experience. The video pulls project management out of the corporate context, demystifies it and make it accessible by translating the key concepts that are most useful for theater and performance event producers.

"My theory that a project management based approach to producing theater would improve the production overall was tested for the first time on last year's *Period House*," Liz explains. "The usual stressors were reduced, and this translated to a happy cast and excellent quality theater for audiences to enjoy. After running the experiment again on 2020 Philly Theatre Week's *Sex Drugs and Heartache* with Sewer Rats Productions, I can say with confidence that project management works for producing theater."

Liz can't wait to spill her secrets and share tips with viewers. Ultimately, she hopes the whole artistic community accesses and benefits from the lessons in the video. Take it and run with it!

ABOUT CREATOR LIZ ZIMMERMAN:

Primarily a producer now, Liz's first earned credential is a BFA from NYU's Tisch School of the Arts in Dramatic Writing. While pursuing her Master's in Theatre and Performance Studies at Trinity College Dublin (Ireland), Liz was the only non-Irish national out of a dozen writers to place as a finalist in the Radio Television Erinn P.J. O'Connor Awards for Radio Drama in 2007 with her script "The Invasion of Planet Ballymun." A few years later, Liz earned a professional certificate in Nonprofit Administration from UPenn's Fels Institute of Government in an attempt to land a regular paying job during the last financial crisis.

Liz has written and produced several theater works including "Iron Fist: An Evening of Horror", a collection of short horror plays at UNDER St. Marks' in NYC's East Village (2006); "Beyond the Pale", an interactive soundwalk stationed at Germ Books + Gallery (2008 Philly Fringe); and "Crooked House", a character-focused one-woman poetry play that Liz also performed at Germ Books + Gallery (2009 Philly Fringe). Liz has also produced and/or performed in shows she did not write, including "Eris Temple Cabaret" at Eris Temple Artspace (2015 & 2016 Philly Fringe); "Dead Flowers Circus Sideshow" (Philly Fringe 2018) and in the same year "Moonwriters", a showcase of local writers performing their own work. 2019 Philly Fringe debut "Period House" is the first script Liz ever commissioned, and project management made it a smashing success.

ABOUT FRINGEARTS:

FringeArts is Philadelphia's home for contemporary performance, presenting progressive, world-class art that expands the imagination and boldly defies expectations. Our programming exposes audiences to genre-defying performances and installations by accomplished and emerging innovators who push the boundaries of art-making and redefine the artistic landscape worldwide.

FACT SHEET FOR PROJECT MANAGEMENT FOR PRODUCERS

PERFORMANCE SCHEDULE

Video, anytime access for free

CREDITS

Liz Zimmerman – artist, producer, Project Management Professional

Sewer Rats Productions – technical support

TICKET INFORMATION

\$0 – free!

Visit www.fringearts.com

CALENDAR LISTING (50 WORDS)

Discover how concepts from the project management field can help you minimize stress and increase space for creativity and joy in your productions. The creator and host is a certified Project Management Professional, artist and producer of various theatrical and performance event types since 2006. Video link is available at www.fringearts.com.

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To request photos, interviews and more information please contact:

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