

SHOW — EXECUTIVE BRIEFING

Show Production Briefing

SS28 — the runbook, seating and press, before the week of

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
SPB-28-003	December 2027	Communications	6	Illustrative sample

The read

Everything is scheduled except the two things that always slip: final look order and seating. Both are being held for decisions that will not be made earlier, which means the runbook has to be designed to absorb them rather than to wait for them.

4I Looks in the show	2 Decisions expected to slip	II Days to the show	3 Rounds the runbook can absorb
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FIXED

- 01 Venue, contracted.
- 02 Casting, confirmed.
- 03 Music and lighting, briefed.

WILL MOVE

- 01 Final look order.
- 02 Front-row seating.



What the record holds, as it was recorded.

THE ARCHIVE · MCLEUKER HOUSE SET

SO WHAT

Two things always slip and the plan currently treats them as though they will not. Designing for three rounds of change is cheaper than one round of panic.

The runbook

STRUCTURE

ELEMENT	OWNER	LOCKED BY	ABSORBS CHANGE
Venue and build	Producer	D-11	NO
Casting	Casting Director	D-9	PARTLY
Look order	Creative Director	D-2	BY DESIGN
Seating	Communications	D-1	BY DESIGN
Credits	Communications	D-0	BY DESIGN

WHAT ABSORBING CHANGE MEANS

Look order	Numbered by position, not by garment — a swap changes one card
Seating	Tiered by relationship, not named until D-1
Credits	Generated from the final order, not typed against a draft
Not assumed	That the order will be final at D-2 — it is planned as though it will not

SO WHAT Numbering by position rather than by garment means a late swap changes one card instead of the whole run. That single choice is what makes the last two days survivable.



Forty minutes, and eighteen months of consequence. What a house shows is read against everything it has shown before.

MCLEUKER HOUSE SET

Press

FRONT ROW BY RELATIONSHIP

Share of front-row allocation.



THE LAST THREE DAYS

- D-2

Look order locked

Cards printed by position; a swap is one card.
- D-1

Seating issued

Tiered allocation resolved to names in one pass.
- D-0

Credits generated

From the final order. Never typed against a draft.



What is claimed, in front of an audience.

THE SHOW · MCLEUKER HOUSE SET

SO WHAT

Credits typed against a draft order is the single most common source of a post-show correction. Generating them from the final order removes the failure rather than managing it.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Number the run by position, not by garment	Producer	18 Dec	A late swap re-cuts the entire runbook
Issue seating as tiers now, names at D-1	Communications Lead	20 Dec	Seating is negotiated for eleven days
Generate credits from the final order only	Communications Lead	D-0	A correction follows the show
Agree who resolves a look-order conflict at D-1	Creative Director	20 Dec	It is resolved by whoever is in the room

SOURCES AND BASIS

Venue, casting and supplier terms — as contracted at the date of this document.
Front-row allocation — our own allocation from the prior season.
Timings — the production schedule as issued.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Show Production Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.