

## **Key areas to consider when staging a Digital Theatre Show Online**

Staging a theatre play online involves unique considerations compared to traditional stage productions. By carefully considering these areas, you can enhance the overall experience of staging a theatre play online and ensure a successful virtual performance.

Here are the key areas to consider:

### **1. Platform and Technology:**

1. Choose a reliable streaming platform or service for broadcasting your play.
2. Ensure compatibility with various devices (computers, tablets, smartphones) and browsers.
3. Test the streaming quality and troubleshoot potential technical issues.

### **2. Digital Rehearsals:**

1. Conduct virtual rehearsals to accommodate the online format.
2. Ensure actors and crew are comfortable with the technology and the virtual space.

### **3. Camera and Lighting:**

1. Determine the camera setup and angles for capturing performances.
2. Optimize lighting for online viewing, considering the limitations of webcams and varying home setups.

### **4. Sound Design:**

1. Invest in quality microphones for clear audio.
2. Consider the acoustics of the virtual space and reduce background noise.

### **5. Set and Costume Design:**

1. Design sets and costumes that translate well on screen and consider the limitations of the virtual environment.
2. Ensure that colors and details are visible and convey the desired atmosphere.

### **6. Props and Special Effects:**

1. Adapt props and special effects for online presentation.
2. Consider how certain effects may be perceived through a digital medium.

## **7. Digital Marketing:**

1. Develop a robust online marketing strategy to promote the virtual play.
2. Use social media, email campaigns, and other digital channels to reach the audience.

## **8. Ticketing and Access:**

1. Implement an online ticketing system if the play is not free.
2. Provide clear instructions on how to access the virtual performance.

## **9. Audience Engagement:**

1. Explore ways to interact with the online audience, such as live chat or virtual Q&A sessions.
2. Encourage audience participation through social media or interactive features.

## **10. Copyright and Licensing:**

1. Ensure that you have the necessary rights and licenses to perform the play online.
2. Consider the legal aspects of streaming copyrighted material.

## **11. Accessibility:**

1. Provide closed captions for the hearing impaired.
2. Ensure the virtual performance is accessible to a diverse audience.

## **12. Backup Plans:**

1. Have contingency plans for technical glitches or disruptions during the live performance.
2. Communicate backup options to the cast, crew, and audience.

## **13. Feedback and Evaluation:**

1. Collect feedback from the online audience and learn from the experience.
2. Use analytics to assess viewer engagement and improve future online productions.

Visit <https://beatrizcabur.com/> for more information and examples of online shows.

For consultations on how to stage a specific show write to [hello@beatrizcabur.com](mailto:hello@beatrizcabur.com)