

Ten Tips for Producing with Producers

From Episode 203



Successful events require teams of many very talented people. Often, you will not be the only person in the team wearing the producer cap. What do you do when there are so many cooks in the kitchen?

In this episode, Chris Justice covers ten tips in five minutes on producing events with multiple producers. Sometimes you'll need to step up to the plate, and other times you'll choose to remain just a cog in the event machine. Whether its avoiding egos or rampaging bears, Chris's tips will help you better prepare for the inevitable on-site conflicts and drama of event production.

1 No Attitudes

Check your ego at the door. No matter what your role in the event or production you are not completely in charge unless you're names on the bill. Let the responsibilities unfold naturally. Don't freak. Don't panic. And, more importantly, don't worry. It's gonna happen with or without you.

2 Never Say I Told You So

No matter what you might suggest or recommend, you are not always aware of the experience or perspective of the other producers. So, if something does go wrong, simply ask the individual or team, what you can do to help. If you say, I told you so you make yourself feel better but destroy the team environment.

3 You Haven't Done THIS Before

Ok, so you may have worked with someone important or executed this massive event but when we're working on THIS event, your experience is helpful to you and only you. If the team needs a perspective or opinion, they will ask. Your expertise and skill will show in the way you communicate and in the way you deliver what is asked of you. THIS is all we ask.

4 Over Communicate, Over Deliver

In the heat of production and producing, we all need information. Most importantly, we WANT information. So, even if it is redundant tell is where you are. Tell it. What is needed, what you might have a concern about, and what we should be planning for. Naturally, don't communicate JUST to communicate but be helpful.

5 No Excuses

Don't tell us that your dog ate your iPhone charger, you didn't know that Britney needed M&M's or that you didn't know that High Voltage meant HIGH VOLTAGE. Just remove excuses and "reasons" from your whole game. It's a waste of oxygen and no matter how cool the excuse sounds.

6 Serve the Event

If you make every decision and discussion from the perspective of the event and production, you'll never go wrong. This takes us back to Tip #3 and #5, so if you make your job to serve the production – you will rarely have problems and everyone will see that your job and your mental focus is on the production. Focus is your friend.

7 Be Led Until Asked to Lead

There are plenty of roles for you to fill. Obviously you will been seen as an expert in one or more areas of the production, that's why you're there!! So, don't try to lead. In the end, you'll just end up making someone mad. Sit back and wait. Sooner or later, the best person for the job will take the lead. Even if it is not you.



8 Choose Problems Wisely

Something ALWAYS goes wrong. It's the nature of the events, video or anything that involves herding cats-- make that attendees and talent. If the trash is full, call someone. If the banner has fallen, try to fix it. There are hundreds of little things you can do to alleviate problems, so do it. Unless you might be physically harmed or there are insurance reasons NOT to do something, just help fix it.

9 Step Back, Step Forward, Step Back

No, this isn't the Cha-cha but when you are producing with producers you are dancing. Volunteering makes you feel good. We all like to contribute but be careful. If you volunteer, make sure you have confidence in the role. We all work with people that are eager and we all want to be helpful, but you are there for a reason. Focus on that reason and your tasks first.

10 Have Fun

If you don't enjoy what you're doing, then do what you do some place else. Everyone has families, stress, bills, problems, holidays, vacations, hunger, thirst, desires, needs, on and on. Try to enjoy every task above you and beneath you. Be easy to work with and you'll get to work on even more.

