

Changemakers: Building your personal brand for sustainable employment

Module code: ADPA5003

Student number: 2238040

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Portfolio of Material

The following topics were agreed upon as a group in the early stages of our changemakers classes.

Target audience-

- Aspiring musical theatre students/ any aspiring performing arts students.
- Agents.

Potential company names-

- Curtains up Theatre Company
- The 4th Wall Theatre Company
- WAVDA Theatre Company

Our chosen company name was 'The 4th Wall.'

Potential event names-

- A Musical Encyclopedia.
- A Musical Repertoire.
- Musical Theatre Through the Ages.

The final event's name was 'The Musical Encyclopedia A Repertoire Through the Ages.'

Cost of the event-

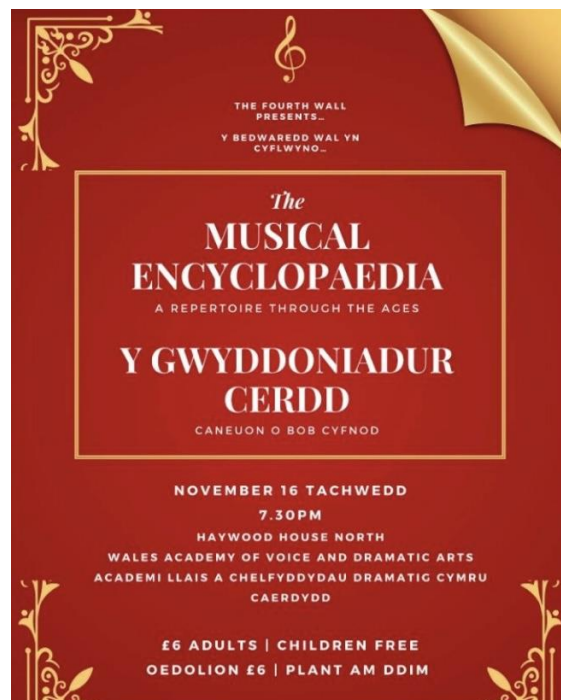
- £6 for adults
- Free for Students and Children

The start time of the event we decided as a group will be 7:30 pm.

This was our first Instagram post; using the colour scheme chosen for our poster.



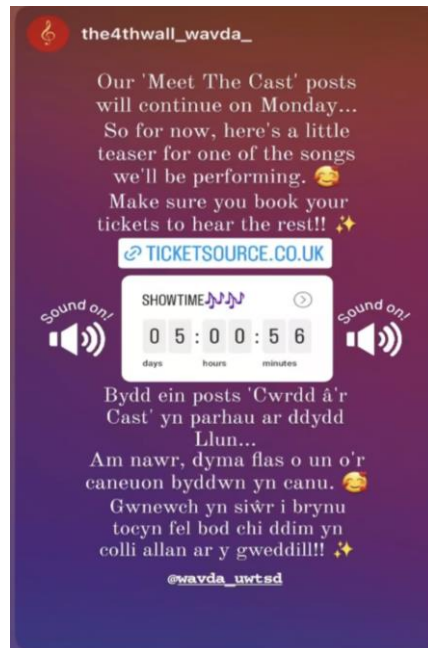
This is our final poster in both Welsh and English.



This is an Instagram story of a music call, using footage I took of the session.



This is an Instagram story teasing the upcoming Meet the Cast posts.



This is day 8 of the Meet the Cast posts. In the profile pictures, we wrote answers to questions people might ask about ourselves. I wrote: “I Study BA Musical theatre at WAVDA. I love to sing contemporary songs and will give any new song ago. The song I will be performing in our encyclopedia comes from a musical with some very Mean Girls. My must have repertoire song is ‘Dead Mom’ from Beetlejuice the musical; it has always been a favorite of mine to perform since GCSE.”

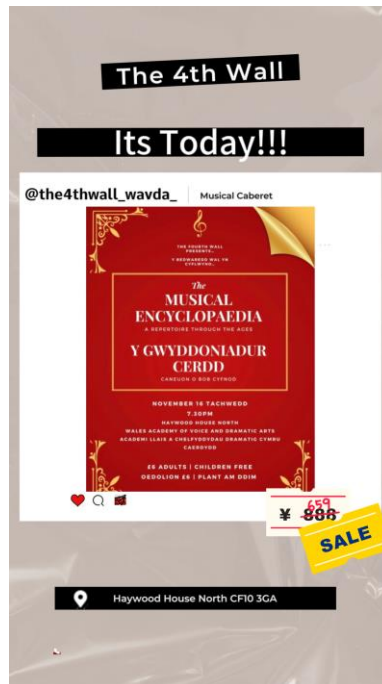


This is a screenshot of the ticket source showing that 71 out of 80 tickets available had been sold.

Menu

Trinity Saint David www.ticketsource.co.uk/tsd		
☒ Include past events		
Filter dates	All dates	
Show	5	entries
Filter events		
Venue	On Sale	Allocate
Wales Academy of... Cardiff	No	71/80
Wales Academy of... Cardiff	No	59/80
Showing 1 to 2 of 2 events		
Previous	1	Next
← swipe left and right for more details →		

This is a screenshot of a potential Instagram story post that I created.



This is a link to our complete program. We all wrote our own paragraph about ourselves. I wrote:
“Lauren is a 2nd year BA musical theatre student. She has chosen to sing the song ‘I’d Rather be Me’ from ‘Mean Girls’ the musical; the song is a fast-paced mantra sung by the perspective of a bully’s victim. Lauren wants to show her range and vocal abilities while promoting self love. She hopes you enjoy her performance.”

https://www.canva.com/design/DAFzrQ6PyA8/vxfzzK5mLx8sn8liNDc8ag/view?utm_content=DAFzrQ6PyA8&utm_campaign=designshare&utm_medium=link&utm_source=editor#1