

SONGFEST

Getting Started, Step-By-Step

HOW DOES MY GROUP GET STARTED?

1. Who is your Songfest group?

Decide who/what you think your group is. What group(s) of students will be your primary participants? ANY students can form a group! Are you focusing on Greek affiliation? Are you partnering with certain organizations (clubs or student orgs)? Are you a group of residence halls? Campus programs? Class years? Majors? Random students-at-large? All of these things are up to YOU to decide. *Remember: ALL groups are open to ALL students.*

2. Who are your primary leaders?

The leaders create and define the group (and not the other way around). To start, every group requires key overall leaders:

- a. Producer (administrative leader) – one single person
- b. Director(s) (creative leader[s]) – at least one person

Determine who these people are as quickly as possible, and start working together. Add the roles of musical director, writer, choreographer, and other leaders when you can—sooner is better. Make sure your leaders are committed and communicate regularly. *The better your leaders, the better your show and (more importantly) your group's experience will be.*

3. Attend the Songfest Group Info Meeting

Every group must send their leaders or representatives to the first Songfest meeting of the year. If your leaders aren't yet known, make sure your group has representatives present. Listen carefully, take notes, ask questions. *Make sure that the information is passed along to potential leaders who aren't in attendance.*

4. Start brainstorming and sharing ideas

There is no time to lose. After hearing the theme at the Group Info Meeting (or reading about the theme in the *Production Guide*), start brainstorming and sharing possible topic choices for your group's show with each other. Think about plot, characters, setting, and (of course) songs. *You will be expected to have discussed multiple thematic ideas prior to the first Group Workshop.*

5. Reference your documents. Visit the website. Get oriented.

Read the leadership materials handed out at the Group Info Meeting. The latest versions of all of these documents, and many other resources, are always available at pepperdinesongfest.com (in the Group Leaders section). Read the *Production Guide*. Read the FAQs. Know who the staff are and how to reach them. Ensure your music director reads the *Music Guide*. Etc.

6. Know and follow the Group Production Calendar

The calendar is available at pepperdinesongfest.com (in the Group Leaders section). It will always have the latest information, and will be updated all year long. We highly recommend subscribing to this calendar in your Google, iCloud, and/or other calendaring system. Always know your upcoming events and deadlines.

7. Meet your deadlines

Songfest has many deadlines. These are designed to make the challenge of putting together a huge show a manageable and successful process. Each deadline is scheduled in the production calendar. A description of each deadline, including detailed requirements of how to fulfill it, is available in the *Deadline Descriptions* document. Whenever there is a deadline approaching in the calendar, go read the details in the latest *Deadline Descriptions*, and make sure you complete all of the requirements.

8. Submit your group entry

The first deadline is Group Formation. Be sure to formally enter your group into Songfest prior to this deadline, and complete all of the required steps. *If you haven't yet done so, you really need to meet with your leaders right away and discuss creative ideas (and thematic subjects) for your show.*

9. Attend the first Group Workshop

Come with your leadership team to your appointment with the staff at the Group Workshop. *You are expected to have already brainstormed and discussed multiple ideas and subjects for your show.* This is the time to “pitch” your initial ideas to the staff and get feedback.

10. Ask questions. Stay in touch.

Ask the staff any questions you may have at any point. Complete your producer updates through the website. Keep the staff informed of how things are going. You can contact specific staff members, or send general inquiries to songfest@pepperdine.edu. Keep your group's contact list up-to-date on the Songfest website.

11. Just keep going, taking many small-but-regular steps.

Keep looking ahead, work together. Know what's coming, plan how it is going to be tackled (and who will be tackling it), and then... get it done. Avoid procrastinating- it is MUCH harder for a group to “catch up” after falling behind than it is to just regularly stay on top of things.

REMEMBER:

Keep it FUN!

There WILL be bumps in the road, and of course not every moment of the process will be without stress. Nonetheless, keep everything in perspective, support each other, work through challenges, and set a great tone for your group. Songfest is special, and the FUN is something your whole group should remember forever.