

Strategies and structures: Distribution and (inter)national Networking

Individual Online Consultation with Katja Sonnemann

Distribution and networking are crucial components for the development and visibility of artistic work in various contexts, reaching new audiences, and extending the lifespan of individual productions. Many companies or solo artists lack a dedicated person with sufficient time and focus on external contacts for this purpose. At the same time, networking and distribution play an increasingly important role, especially in times of uncertain funding situations. Co-productions, collaborations, or touring require network-building and network maintenance. To avoid getting lost in the abundance of networking options, strategic considerations for active and focused distribution and networking efforts are helpful.

The consultation can focus either on developing strategies for distribution or networking goals or on internal team structures to address distribution and networking tasks, approaching the topic from two perspectives:

- What strategies for active (inter)national networking and distribution of our work can I/we develop?
 - How can we structure the responsibilities for this area within our teams?
-
- The consultation is aimed at artists and/or production managers and/or distributors.
 - It can be attended by individuals or team members.
 - The consultation consists of a 60-minute Zoom session. If needed, an additional 30-minute session can be arranged. The dates will be individually scheduled.
 - Due to a limited number of spots, we kindly ask you to send in your questions in advance: Please submit the completed [questionnaire](#) to nrw@landesbuerotanz.de
 - The consultation is free of charge.
 - More information at landesbuerotanz.de/beraten/formate

Katja Sonnemann works as a facilitator, consultant, trainer, and producer. She is the initiator and director of the ACADEMY for Performing Arts Producers at Bündnis Internationaler Produktionshäuser e.V. (2018-2024). Previously, she worked as a tour manager for Sasha Waltz & Guests, a scheduler and head of artistic operations at Schaubühne and Gorki Theater in Berlin, head of artistic production for the festival Theater der Welt in Stuttgart in 2005, and as a freelance producer for Rimini Protokoll and andcompany&Co. She is active in various national and international networks and is a founding member of the German producers' network produktionsbande. She conducts workshops and seminars and advises national and international artists and companies in the field of independent performing arts.