

Side by Side

Marketing Kit

ENCOUNTER



Performance and Company Information

Performance Title	Side by Side
Company	ENCOUNTER
Creative Team	Producer - ENCOUNTER Performers - ENCOUNTER Youth Ensemble
Presentation Line	[Your Venue] presents <i>Side by Side</i> , an ENCOUNTER production.
Artform	Theatre
Running Time	Residency (workshop sessions) - 1-2 weeks Presentation event - 1hr 30m
Audience Recommendation	Seniors Young people (teenagers & young adults) Families The general community
Themes	Socialising Connection and Community The Human Experience
Content Warnings	Mature themes in some of the activities? (e.g. some of the qs in 'everyone is interesting' etc.)

Synopsis & Show Copy

Marketing By-Line
In a time of disillusionment and division — watch two generations collide.
Short Description
<p><i>Side by Side</i> is a social experiment that brings together two differing demographics—young people and seniors—and encourages them to socialise and interact with each other in ways they usually would not.</p> <p>A joyful, intergenerational theatre experience where young people and seniors come together to surprise each other—and themselves.</p>
Long Description
<p><i>Side by Side</i> is a social experiment that brings together two differing demographics—young people and seniors—and encourages them to socialise and interact with each other in ways they usually would not.</p> <p>A joyful, intergenerational theatre experience where young people and seniors come together to surprise each other—and themselves.</p> <p><i>Side by Side</i> is a bold, feel-good performance created in each community through a two-week residency, where a travelling youth ensemble collaborates with local seniors to make a one-of-a-kind live show. Full of humour, connection and unexpected moments, it invites audiences to rethink ageing, belonging and what it means to truly connect.</p> <p>A vibrant, participatory work that brings communities together in surprising and unforgettable ways.</p>

Audience & Participant Feedback

“The work was interesting, unique and unlike anything I thought could be done.”
“super informative and rewarding...opened my mind to the different ways of making theatre and how to involve community”
“...has helped me feel better talking and socialising with strangers, so that’s a massive win!”

Marketing Assets & Collateral (link to be provided)

Images	link to be provided
Video	link to be provided
Social Media / Artwork	link to be provided

Website & Social Media

Website	https://www.encountertheatre.com/ https://www.encountertheatre.com/sidebyside
Instagram	https://www.instagram.com/encounterencounter/
Facebook	https://www.facebook.com/encountertheatre/

Logos & Acknowledgements

Logos	ENCOUNTER
Acknowledgement	Side by Side is developed using the Human Collider model, created by Mammalian Diving Reflex / Darren O'Donnell. The pilot project was proudly supported by the City of Stirling.

These logos **MUST** be included on **ALL** advertising and promotional material associated with *Side by Side* unless explicitly agreed otherwise. This includes, but is not limited to: brochures, flyers, posters, advertisements, media releases, promotional videos, web pages and social media posts.

Other Resources

Company Profile	ENCOUNTER is an intercultural theatre company based in Noongar Boodjar. Our work is deeply embedded in the communities we serve, empowering CaLD and First Nations artists to shape the stories we tell, ensuring that all voices are heard, and that theatre remains a catalyst for meaningful change.
Media Release	TBC

Producer Contact

Fleur Hardy
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Notice Regarding Marketing: All marketing and media enquiries must be directed to ENCOUNTER unless otherwise agreed upon.

Any marketing materials you wish to use that have not been supplied by ENCOUNTER must be approved before being published or otherwise used. Requests for approval should be sent to the marketing contact listed above. Please allow a 72hour turnaround on all approvals.