

What's the Point in



Performing Arts?

To help you understand the value of the performing arts, we've spoken to a number of professionals who still use the skills, qualities and knowledge they gained from the subject at school in the work they do today. Turn over to find out who they are, what they do and what they had to say....

What's the point in performing arts?

The Theatre Company Chairman

I believe that music and performing arts are a great asset in any career. Being able to express yourself in any situation is vital, and the confidence I gained through my drama exams has helped my role working in an academy and my performances.

Carolyn Kendall, Chairman of Fourways Theatre Company

The Artistic Director

My musical theatre training from well-known industry professionals has proved incredibly useful when it comes to choreographing school productions and coaching vocals on various public performances. I have learnt to be more patient with students who perhaps don't want to perform as a career choice (but are just involved in performances as a passion or hobby).

Danielle Heathcote, Artistic Director at Gordon's School

The Costume Designer

Studying technical theatre as one of my GCSEs is a reason why I became a theatre stage designer and have enjoyed a career that has taken me all over the world. I think the most important thing I learnt was being part of a team and what that really means in all its forms. It also really helped me with my confidence in public speaking.

David Farley, Self-employed Set and Costume Designer

The Development Manager

Studying performing arts gave me valuable transferrable skills which I use at work every day. It taught me presentation skills, including how to engage and enthuse people (important when selling a product - in my case a charitable cause); how to connect with others to work towards a common goal, and how to approach projects and problems creatively.

Emily Sanctuary, Development Manager at Mousetrap Theatre Projects

The Director

The ability to act has been one of the most valuable transferrable skills from my high school days. I am a marketing consultant, so public speaking and presenting is integral to my day to day job. Being able to present your ideas with confidence and conviction helps you set your agenda in a business context. The skills I learnt in acting class meant that from an early stage I was not afraid to stand in front of larger groups and present. Improvisation has helped me to think on my feet when asked questions that I was not expecting, and the ability to 'step into role' helps me when I am not feeling confident in an area ...I can play the role to help me through the challenge!

Kirsty MacEachen, Director at Kirsty MacEachen Strategy Consulting

The Marketing Manager

I took theatre studies at AS-level which has served me well in my professional career. Being able to present confidently to large groups of people, speak articulately when dealing with non-English speakers, and "memorise lines" (such as learning key statistics for presentations) are invaluable. I never feel like I'm "acting" at work, but I know that I'm a better businessperson because of the skills I learned.

Liz Overton, Enterprise Marketing Manager at O2 UK

The Theatre Director

I run a theatre and we look for talent to fill our stage with exciting, attractive art. Having an understanding of how the product is created is essential - I need to have empathy with actors, musicians, writers, directors, designers, technicians, dancers, and singers, so that I can work with them to get the best for our audiences. Performing arts and music at school are a great starting point for this.

Nick Parr, Director at New Wimbledon Theatre

The Community Partnership Officer

I use the skills I learnt in drama classes to run sessions for our youth theatre, and I am able to pass on what I learnt to them. I also gained many transferable skills such as confidence and projection, which are useful for presentations and meetings. For me, the main thing I learnt was how to work well as part of a team.

Rebecca Tarry, Creative Learning and Community Partnerships Officer at the Ambassador Theatre Group

The Operations Manager

Performing arts is very important in the world of business. It gives you the soft skills necessary to stand out from others and to excel at your role. It helps you give presentations, debate subjects in meetings, be assertive, and sell yourself. In my job specifically, you need to be able to negotiate and persuade others in order to get the best deals. This essentially means playing a role. To be able to communicate with confidence and to understand the communication methods of others is an essential skill.

Susan Godfrey, Procurement Performance & Operations Manager at the Post Office

The Theatre Producer

As a storytelling trainer and teacher I use music and performance arts in all my work in schools and universities with young people and adults. I teach the art of storytelling using songs, rhymes, theatre games, and story techniques. As a performer, I work with other creative practitioners to improvise and devise shows which tour nationally and internationally.

Danyah Miller, Theatre Producer at Wizard Presents

The Head of Campaign Management

My drama was a huge help to me in my career as an arts marketer and generally in wider life. My experience performing at school gave me confidence that is now a great support in meetings and presentations. It assisted me in becoming a clear speaker with effective diction. Working in arts marketing, I need to be very creative and I would definitely say that studying music and drama enhanced this because I learnt to improvise and devise pieces from scratch.

Natalie Valden, Head of Campaign Management at JHI Marketing



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