

# EMMA BATE

CREATIVE DIRECTOR  
AND CHOREOGRAPHER

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# EMMA'S BIO

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Emma Bate is a freelance producer and choreographer with 20 years of professional experience in the entertainment industry. Spirited, driven and tenacious, Emma's vibrant and lively style pushes the boundaries of expectation. Her expertise lies within the cabaret genre, where she has built a stellar reputation for creating postmodern, fresh and innovative variety shows for a modern audience.

Born to parents who met on stage, Emma's love for performing was realised at a very early age. Her talent and determination led her to train at the Liverpool Institute of Performing Arts (LIPA), where she received a BA Hons Degree.

After graduating, Emma's insatiable desire to learn and her contagious passion took her on many adventures, leading to work as a professional dancer, stilt walker, drag queen, choreographer, children's entertainer and magician's assistant appearing in UK and European productions.







In 2009, in a quest to push herself further, Emma decided to start producing her own shows and started her company 'Spectacular Entertainment'.

In 2014, with its visual storytelling and use of physical theatre and circus skills, Emma's seminal production 'Etereo' caught the attention of international production giants Romantic Corporate, which kickstarted a collaborative relationship which has seen the creation of a staggering over 90 shows in the past six years.

Emma is currently working with Mega Events in London to create UK touring productions of Festival of the Dead and Holographic Circus bringing her work back to the UK for the first time in four years.

With over 11,500 performances to audiences of over 2,260,000 (and counting) throughout the UK and Europe, Emma's back catalogue of effective and affordable productions are in constant demand, thrilling guests at major hotel groups, for corporate brands, and at high-end private functions globally.

Armed with her rucksack, powered by coffee, and always keen to accept a creative challenge, Emma evolves her productions year on year and can expertly adapt to any brief.

Drawing on her own experiences as a performer and her PGCE training in post compulsory education, Emma is encouraging and respectful, realising the true potential of each artist she works with to achieve the best results every time. From conception to stage, Emma wears the hat of show producer, choreographer and creative director, using an eclectic range of original and remarkable skills to tell a story through performance.

Her refreshingly honest and hands-on approach to the process define her as a producer, with a simple but effective end game – to entertain.

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## My Training

I trained at the Liverpool Institute for Performing Arts (LIPA) where I gained a BA (Hons) Performing Arts in Dance. As well as developing strong technical ability, my training sparked an interest in physical theatre, storytelling through movement, developing characterisation and working collaboratively with artists from different disciplines. These themes that have continued throughout my professional career and creative work.

In addition to my professional training, I have also completed a PGCE teaching qualification. Here I gained knowledge on teaching and learning methods, motivation techniques and the importance of self-reflection and self-evaluation.

## My Background

I have over twenty years experience in live show entertainment. My career started as a professional dancer and character performer. I have had a varied performance career undertaking contracts such as hotel tours, theatre tours, cruise ships, corporate events, parties and theme parks. I am able to adapt to new environments quickly and learned how to collaborate with event managers, technicians, stage managers and entertainment staff.

## My Professional Experience

In 2009, I started to produce my own work, first in the UK for events, then from 2014 onwards, overseas in Europe. I relocated back to the UK at the start of 2020 and have been establishing my career in the UK. My speciality is visual circus shows. I have created and produced concepts that have completed successful summer seasons touring hotels in Spain as well as touring UK arenas. I have been responsible for creating the productions, marketing my concepts and securing seasonal contracts. I created the concepts to suit the audience demographic and client brand identity.

I have masterminded all aspects of the production from initial conception to live performance including costuming, sourcing equipment and props, music selection, artist recruitment and management, the rehearsal process, choreography and direction, planning/scheduling and quality control. Through this, I have developed excellent organisational skills, the ability to work autonomously, to work within a budget, to meet tight deadlines and to manage and mentor artists in my team.

I am currently working with Mega Events in London on their UK touring productions, with Circus Hassani for their 2024 Summer Show, Romantic Corporate in Spain as their International Contract manager and with a number of UK companies as their stage manager/artists manager.

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At both Mega Events and Romantic Corporate, I have had experience in working as part of a bigger team. As choreographer and production manager, I take the concept design and overview of the show from the main producer. It is then my job to liaise with the head of production, costume designer and publicity department in order to to prepare a team for performance. I am responsible for organising rehearsal schedules, informing artists of call times and expectations, teaching and developing material, taking notes, video recording for self-reflection, developing acts, implementing characterisation to progress the narrative or theme of the production, through to final rehearsals of show material.

I give continuous feedback to develop and maintain quality of my productions, which I do through regular viewing of the shows, artistic feedback and the encouragement of self-reflection. I believe this encourages good creative practice and keep performers enthused and motivated.

I am able to 'think on my feet' and have had to provide solutions and 'plan Bs' without compromising the quality of the performance for either the guests or the clients. I have experience of working with replacement artists, getting them 'show ready', whilst utilising and developing their skills with the aim of bringing a new quality to the final production. I have learned that no two artists are the same, each brings their own performance quality to a role. My job is to recognise their individual qualities and to maximise their potential, whilst integrating them into an already established group. I always see this as an opportunity to develop the 'bigger picture' and use this to motivate experienced artists to develop their role.

In my role as International Contract Manager for Romantic Corporate, I have had the opportunity to see the overall view of the entertainment industry and have gained insight into the logistical and administrative side of the business. I have been responsible for contract negotiations, self employment, tax requirements and HR processes as well as demonstrating proficient use of Microsoft systems and Mac systems.

I have also had the pleasure of working in a multi-cultural environment. I have worked alongside artists of many different nationalities including Spanish, Maltese, Canadian, Romanian, Portuguese, Bulgarian, Hungarian, Italian, South African, Belgian, Swedish, Irish and Cape Verdean.

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## My Ethos

I lead by example and maintain a positive and enthusiastic approach to my work. I create a supportive work environment through positive reinforcement, goal setting and confidence building. I believe in creating a safe environment where artists are able to thrive. Self-care and resilience is important and I have learned that artists do the best job when they are invested in the final product, where their opinion counts and where they feel a sense of ownership over the product. When you build a professional and supportive relationship, you are able to take more risks, to trust each other and develop a sense of pride in your team.

I am honoured when I see that through my initial instruction and encouragement, the production takes on a life of its own and the artists are able to develop their roles in ways that I couldn't have imagined or described.

## My Future

I am ready for my next adventure! My projects have mostly been self-funded and this gives limitation to the scale of the production I have been able to create. It is my dream to work with large scale productions as part of a bigger team, to learn from other practitioners and professionals.

I would like to invite you to take a look at some of my projects and hope you find my work interesting. You can also find out about me here; <https://emmabate.co.uk/>.

Thank you for taking the time to read this.

All the best,

Emma

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