

Pipeline: Add Your Tour to Tourbook



We want to make sure the conversations and opportunities that start at MIDSCALE can endure beyond the event - and that everyone taking part can easily access the information and contacts needed to take things forward. To do this, we're partnering with [Tourbook](#) - a digital sector support service - to host a dedicated online home for Midscale 2026.

It's free and quick to add your details and submit to the MIDSCALE Pipeline listings. As a Pipeline company, your Tourbook page gives programmers and venues in the room - and well beyond it - an easy way to find your work and get in touch after MIDSCALE ends.

Add Your Work to Tourbook

If you aren't already a Tourbook user, you will need to create an account and then list the In Development work which you will be pitching at MIDSCALE.

To get started:

1. Visit the custom link for MIDSCALE Pipeline Participants

Click on the custom link below to get started submitting your tour information:

<https://tourbook.live/initiative/21512/submit/ttol6farkk0n/>

Note: this is a private link for accepted Pipeline participants only. Please do not share this with other event participants. They will be provided with their own custom links.

2. Create an Account & Login

If you aren't already a user of Tourbook you'll need to create an account. Your account is personal and unique to you - use your real name and details of your role in touring so others will know a bit more about you as an individual.

You can create an account at: tourbook.live/join

If you already have a Tourbook account, login at: tourbook.live/login

Once you have logged in you should have a banner to click on or be redirected directly through the MIDSCALE set-up flow. If not, please click the custom link above again to visit the midscale form.

3. Add Your Tour Page and related Artist & Producer Page.

To showcase your in development work for touring, you'll need to add some details about your creative work. You will be asked to create a new 'In Development' Tour page. This will walk you through the key information you need to add your pitch to the platform and submit it to the MIDSCALE event page.

The tour creation form will ask you for the following information. Please add as much as you can from what you currently know about the work in development:

- your tour-readiness stage - **please select 'In Development' for all Pipeline work;**
- your proposed Tour Name (or working title)
- the Artist/Producer behind this work;
- details of the work in development - including a short intro, promoter pitch and audience suitability;
- artforms
- touring window & booking availability (in general terms);
- touring locations
- a cover image to showcase your work;
- confirmation of your authority to submit and manage this tour.

4. Review Your Content

Once you've created your page(s), the form will present your content so that you can ensure that it is as you like it. This content will be shared with other attendees of MIDSCALE 2026 as well as other Tourbook users so you'll want to make sure that it represents your work clearly and effectively.

5. Submit Your Page for Review

Once you are happy, you can submit your page. This will set your In Development Tour page to published and automatically submit it to the LTTA MIDSCALE team.

6. Receive Confirmation

The LTTA MIDSCALE team will receive a notification of your submission and can review and approve it's inclusion on the MIDSCALE Tourbook page. On approval, you will get an email notification to let you know that this has been completed and the Tour will be visible at <https://tourbook.live/initiative/21512/>

What happens next?

Once you have completed the form, your Tour and artist/producer page(s) will be available in your Tourbook management panel at:

<https://tourbook.live/manage/pages>

From here, you can view your Pages, see your submissions and edit the details of the Page including:

- Adding media galleries and videos;
- Including details of who is involved and any funding or support you have received
- Inviting others in your team to contribute to your pages and appear as page contacts.
- Use the built in share links to share your pages anywhere you promote your work - a quick and easy way for programmers, venues and other partners to see what you are offering.

Need Help?

The Tourbook team is available to support you with questions or issues you might have around getting started on the platform. If you are unsure about how to submit your work, or how to use Tourbook to connect with venues, programmers and more then please contact us on:

support@tourbook.live

If you have any questions about LTТА or your participation in or delivery of the MIDSCALE 2026 event, please contact:

david@localtheatretouringalliance.com

tourbook

Use the private link below to add your tour to Tour Ready form:

<https://tourbook.live/initiative/21512/submit/ttol6farkk0n/>

When you add your tour details via this link, they will be published on Tourbook and automatically connected to the MIDSCALE 2026 page so others can see what work will be showcased.

The Small Print

All the Tourbook features you need to use to be included in MIDSCALE 2026 are free to use.

MIDSCALE 2026 x Tourbook is a pilot using new (Beta) functionality on Tourbook. Both LTТА and Tourbook welcome your feedback and suggestions on ways to improve this feature going forward.

Tourbook was originally established in Scotland and is now available for use by any organisation involved in touring throughout the UK and Ireland.

Tourbook is owned and managed by Tourbook CIC - a community interest company operating for the benefit of the touring arts community. Supported by Creative Scotland as a digital sector support service