

It is the world's largest arts festival, attracting everyone from student first-timers to Hollywood stars. Thrilling, inspiring and bewildering in equal measure, the Edinburgh Festival Fringe can make you a star or break your bank.

So what is the secret of making it work for you?

The Edinburgh Fringe Survival Guide draws on the experiences of the festival's leading figures – their disasters as well as their triumphs – to take you step by step through the process of making your show a success in the Scottish capital.

From choosing a venue to keeping on top of the budget, from sorting out accommodation to securing the best press coverage, from generating word of mouth to making the most of a hit, this unique practical guide for performers, directors and producers helps you get your show the audience it deserves.

Among those sharing their expert advice are playwright **Simon Stephens**, comedian **Phil Nichol**, actor **Siobhan Redmond**, producer **Guy Masterson**, Tiger Lillies front man **Martyn Jacques**, theatre critic **Lyn Gardner**, Foster's Edinburgh Comedy Award director **Nica Burns**, as well as the directors of all the major Fringe venues, top press officers, international promoters and insiders from the Fringe Society itself.

'Every single page of this book is enhanced by Mark Fisher's lifelong enthusiasm for, and commitment to, the Edinburgh Festival Fringe – the greatest arts festival in the world.'

Kath M Mainland, Chief Executive, Edinburgh Festival Fringe Society

'The Edinburgh Fringe is the premiere arts festival on the planet, but it can be an overwhelming, exhausting and incredibly expensive experience if you don't know what you're doing. *The Edinburgh Fringe Survival Guide* is an invaluable tool for participants of all levels of experience.'

John Clancy, Clancy Productions, New York, and co-founder of the New York International Fringe Festival

Mark Fisher is one of Scotland's foremost commentators on the arts. He is the Scottish theatre critic for the *Guardian* and *Variety*, a former editor of *The List* and a freelance writer. Every August, he is one of the judges for the Scotsman Fringe Firsts and also an advisor for the Carol Tambor Award. He has also been on the panel for the Herald Angels and the Amnesty Awards.

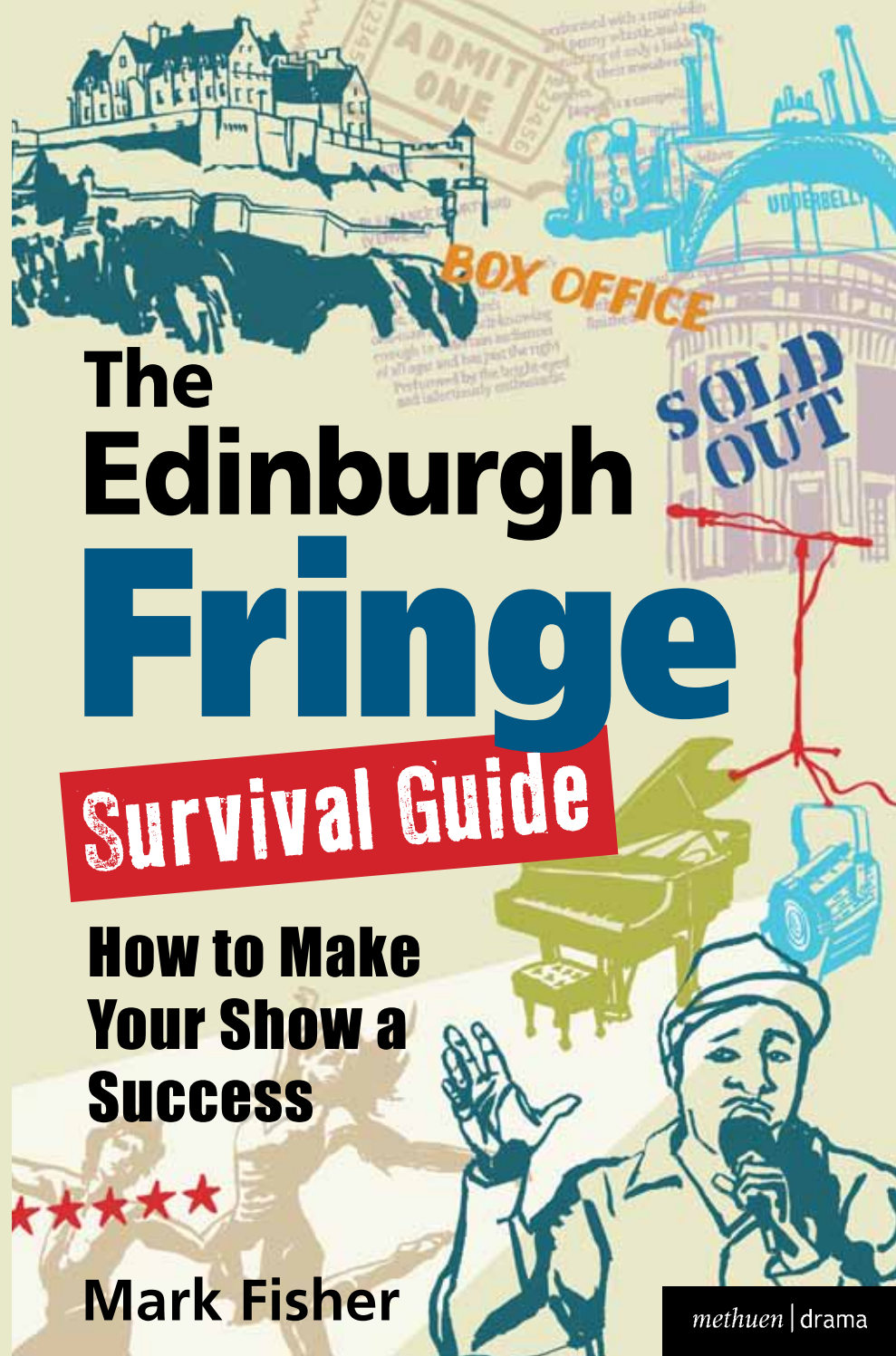


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Mark Fisher

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How to Make Your Show a Success

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