



VISUAL CAST SCHEDULING – THE LATEST ADDITION TO DRAMATIFY’S INTEGRATED CLOUD PRODUCTION PLATFORM

At The Production Show, Dramatify releases an innovative visual cast scheduling tool that decreases the cost and risk of mistakes and scheduling conflicts due to smart integrations and a clear visual interface.

“Smart cast availability integrated with scene scheduling and overall production planning, has been one of our most requested features”, says Dramatify CEO, Annika Lidne.

She states that Dramatify’s core mission is to help production companies save time and money through a smart, integrated cloud production platform for drama, entertainment and non-fiction.

“Today, too much production time and money are spent using manual workflows and old-school tools. Since Dramatify is a cloud platform, team members can collaborate and add their input depending on their role in the production. The gathered information in one place allows us to innovate with new unique features and automate many production tasks that are done manually today.”

Comprehensive cast scheduling at a glance

Cast scheduling for both drama and entertainment is usually done through low-tech manual labour, either with spreadsheets or single-user boxed software that lack integration to other people and other parts of the production. Now, there is a better way.

Dramatify's new visual cast scheduling combines availability inputs for individual cast members with scene and production scheduling and the traditional Cast Day Out Of Day view.

At a glance, in one view, producers, schedulers, coordinators, ADs and casting managers can see who is available, who is scheduled, who has confirmed a booking, and if there are any conflicts or problems.

Optimising cast work hours

The visual cast scheduling helps optimising time both for schedulers and cast members.

Availability time options optimise cast time, allowing for theatre engagements and extra jobs - especially crucial for high-volume series, as well as in-demand cast members.

For schedulers, the visual cast scheduling combines with the traditional Day out of Day report to allow for optimising and minimising the time cast members are engaged to save cast costs.

Cast scheduling that integrates with all parts of the production

The integration for availability and the visual cast scheduler doesn't stop there. In Dramatify's scene scheduler users can turn on and off the availability checker. For each scene, potential cast scheduling problems and conflicts are flagged.

"It can just be that no one has added a cast member's availability, to conflicts with another production team where the cast member is already scheduled to work", says Annika Lidne.

Shared workflows mean lower risk

The shared workflows in Dramatify also mean a lower risk in the production. If a key team member like a casting director suddenly takes ill or becomes unavailable for other reasons, that doesn't mean their information is unavailable or inaccessible. In Dramatify the work can still continue, and status is clear for other production personnel.

"All in all, this is the feature a lot of broadcasters and production companies been waiting for", summarises Annika Lidne.

FACTS

- Dramatify offers production workflows from scripts, team management, planning and scheduling, creative planning (wardrobe, set design and more, locations, call sheets, automatic catering lists, time sheets, reports and more.
- Dramatify works on any device with a modern web browser; computers, tablets and smartphones
- Productions can work traditionally with a small core team, or invite cast and crew to their production on Dramatify.
- Production pay either per production or through an unlimited enterprise license
- Dramatify is GDPR compliant and separates personal data from production data. Each user is handling their own data and can be once added, can be invited and attached to a production with a click.
- Dramatify was founded and is run by two female entrepreneurs based in Stockholm, Sweden.

At The Production Show, London Olympia: Visit us in stand/booth 228

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