

GayDays® Entertainment Creative Director

Department: Entertainment / Event Production

Reports To: GayDays® Executive Producer / Owner

Works Closely With: Stage Manager, VIP Events Producer, Miss GayDays® Producer, Mr. GayDays® Leather Producer, Ambassador Lead, Talent & Production Teams

Event: GayDays® Orlando

Position Overview

The **GayDays® Entertainment Creative Director** is responsible for helping create, develop, and maintain the overall entertainment experience of GayDays®.

This position combines **creative development, talent casting, entertainment programming, production planning, and on-stage hosting**. The Entertainment Creative Director works with GayDays® leadership to develop exciting new experiences while maintaining and improving the signature events guests already know and enjoy.

The Entertainment Creative Director is also the **overall Host of GayDays® Weekend**, serving as one of the primary public faces and personalities of the event.

The goal of this position is to ensure GayDays® entertainment remains **fun, fresh, inclusive, professional, high-energy, and memorable while operating within approved budgets and production capabilities**.

Creative Development & Entertainment Programming

The Entertainment Creative Director will help shape the creative direction of GayDays® entertainment.

Responsibilities include:

- Develop concepts for **new GayDays® events, shows, parties, games, activities, and entertainment experiences**.
- Evaluate existing events and identify opportunities to refresh or improve them.
- Maintain successful signature GayDays® events while keeping programming current and exciting.
- Develop entertainment concepts that encourage guest participation and interaction.
- Work with the Executive Producer / Owner to determine which new entertainment concepts should move forward.

- Help develop themes, show formats, entertainment elements, and overall guest experiences.
- Consider guest feedback and previous event performance when developing future programming.
- Maintain a balance between GayDays® traditions and new entertainment concepts.
- Help ensure the overall entertainment schedule offers a variety of experiences throughout the weekend.

Talent & Entertainment Casting

The Entertainment Creative Director is responsible for identifying and casting entertainment talent for GayDays® within approved budgets.

Talent may include:

- Actors and performers
- Drag queens and drag kings
- Hosts and emcees
- Comedians
- Singers and specialty performers
- Party activators
- Dancers
- Interactive entertainers
- Game-show personalities
- Character performers
- Other specialty entertainment

Responsibilities include:

- Identify potential performers who fit the GayDays® brand and specific event concepts.
- Conduct auditions, interviews, or talent reviews when appropriate.
- **Cast hosts for GayDays® entertainment events.**

- Match talent and hosts with events that best fit their personalities and abilities.
- Communicate proposed casting decisions to the Executive Producer / Owner when approval is required.
- Maintain awareness of entertainment costs when making casting decisions.
- Work within approved entertainment budgets.
- Identify opportunities to use talent across multiple events when appropriate and cost-effective.
- Help ensure casting reflects the diversity, personality, energy, and welcoming atmosphere of GayDays®.

Entertainment Budget Responsibility

Creative ideas must be developed with financial responsibility in mind.

The Entertainment Creative Director will:

- Develop entertainment concepts within budgets established by the Executive Producer / Owner.
- Consider talent costs, production requirements, décor, staffing, and other expenses when developing entertainment.
- Obtain approval before committing GayDays® to unapproved talent or production expenses.
- Look for creative ways to deliver high-quality entertainment without unnecessary spending.
- Immediately communicate potential budget concerns or unexpected entertainment expenses to the Executive Producer / Owner.

Production Schedule

The Entertainment Creative Director shares responsibility for maintaining accurate entertainment information within the **GayDays® Production Schedule**.

Responsibilities include:

- Maintain and review entertainment schedules.
- Coordinate performer appearances and schedules.

- Provide the Stage Manager with confirmed entertainment times, locations, performers, hosts, and production information.
- Review the production schedule for conflicts.
- Coordinate performer schedules when talent is appearing at multiple GayDays® events.
- Communicate entertainment changes promptly to the Stage Manager and affected producers.
- Work with the Stage Manager to ensure approved changes are reflected in the production schedule.

The Entertainment Creative Director focuses on **what the entertainment experience should be**, while the Stage Manager helps translate that creative plan into an organized and executable live production.

Performer Scheduling & Coordination

The Entertainment Creative Director will coordinate performer participation throughout GayDays® Weekend.

Responsibilities include:

- Determine where and when performers are scheduled to appear.
- Coordinate performers appearing in multiple events.
- Communicate schedules and expectations to talent.
- Work with the Stage Manager regarding rehearsals, call times, and production requirements.
- Work with the VIP Events Producer when performers have VIP appearances or meet-and-greet responsibilities.
- Help resolve performer scheduling conflicts.
- Ensure talent understands the overall expectations of participating in GayDays®.

Working With the Stage Manager

The Entertainment Creative Director and **Stage Manager** will work closely throughout the planning process and during GayDays® Weekend.

The Entertainment Creative Director establishes the **creative vision, entertainment programming, casting, and desired guest experience.**

The Stage Manager organizes the operational execution of that vision through rehearsals, Runs of Show, technical coordination, backstage management, and live-event execution.

Both positions are expected to communicate regularly and proactively identify problems before they affect an event.

VIP Events Coordination

The Entertainment Creative Director will work closely with the **VIP Events Producer** to integrate entertainment into the GayDays® VIP experience.

This includes coordinating:

- Talent participating in VIP meet-and-greets
- VIP entertainment appearances
- Hosts participating in VIP activities
- Special VIP entertainment moments
- Photo opportunities
- Talent participation in VIP receptions or experiences
- Other entertainment components included with VIP packages

Miss GayDays® & Mr. GayDays® Leather

The Entertainment Creative Director will work collaboratively with the **Miss GayDays® Producer and Mr. GayDays® Leather Producer.**

The individual competition producers remain responsible for managing their respective competitions, while the Entertainment Creative Director assists with the overall entertainment presentation and integration of the competitions into GayDays® Weekend.

This may include:

- Hosts and entertainment
- Show flow and presentation concepts
- Special performances
- Talent appearances

- Creative elements
- Scheduling
- Integration with other GayDays® programming

The Entertainment Creative Director should help ensure both competitions feel like polished, exciting parts of the overall GayDays® entertainment experience.

Pool Parties & Pool Décor

Because the GayDays® pool experience is a major part of the weekend, the Entertainment Creative Director will help develop the atmosphere and visual presentation of pool programming.

Responsibilities include:

- Assist with concepts for **pool décor and themed pool environments**.
- Help develop decorations that support daily GayDays® pool themes.
- Develop ideas for interactive entertainment and party activators around the pool.
- Help determine appropriate locations and times for entertainment activities.
- Work with GayDays® leadership and production personnel to ensure décor concepts are realistic, safe, and within budget.
- Help maintain a fun and visually exciting atmosphere throughout GayDays® Weekend.

Production Meetings

The Entertainment Creative Director is expected to attend required GayDays® entertainment and production meetings.

Responsibilities include:

- Participate in pre-production meetings.
- Attend virtual meetings when scheduled.
- Attend required onsite production meetings during GayDays®.
- Provide updates regarding talent, casting, entertainment concepts, schedules, and outstanding needs.

- Communicate potential concerns early enough for the production team to address them.
- Participate in post-event discussions and provide recommendations for future GayDays® events.

Overall Host of GayDays® Weekend

The Entertainment Creative Director serves as the **Overall Host of GayDays® Weekend** and is expected to be a visible, enthusiastic, and welcoming representative of GayDays®.

As Overall Host, responsibilities may include:

- Welcome guests to GayDays®.
- Host or appear at major GayDays® events.
- Make special announcements.
- Introduce entertainment, talent, or special guests when appropriate.
- Help transition guests between major activities.
- Promote upcoming events throughout the weekend.
- Encourage participation in GayDays® programming.
- Help create energy and excitement at pool parties and special events.
- Interact with guests and help create a welcoming environment.
- Represent the personality, spirit, and hospitality of GayDays®.

The Overall Host should help guests feel that they are participating in **one connected GayDays® Weekend experience rather than a collection of unrelated events.**

Entertainment Quality Standards

The Entertainment Creative Director is responsible for helping maintain the overall quality of GayDays® entertainment.

This includes:

- Evaluate entertainment before and during the event.
- Ensure programming meets GayDays® standards.
- Address entertainment that is not meeting expectations.

- Look for opportunities to improve pacing, presentation, energy, and guest engagement.
- Maintain consistency across GayDays® entertainment experiences.
- Protect the GayDays® brand while allowing performers to bring their own personalities and creativity to events.
- Help ensure entertainment is appropriate for the specific event and advertised audience.

Leadership, Attitude & Professional Conduct

The Entertainment Creative Director holds a highly visible leadership position and is expected to maintain a **positive, professional, solution-oriented attitude**.

The Entertainment Creative Director should:

- Promote GayDays® positively both during and outside of the event.
- Help create excitement among staff, talent, and guests.
- Treat performers, contestants, staff, volunteers, vendors, and guests respectfully.
- Lead by example during stressful production situations.
- Avoid unnecessary conflict or negativity within the production team.
- Bring concerns directly to the Executive Producer / Owner.
- Support decisions made by GayDays® leadership once those decisions have been finalized.
- Help create a collaborative environment where producers and team members can contribute ideas.
- Maintain appropriate confidentiality regarding internal GayDays® business, talent, contracts, budgets, and production matters.

Qualifications & Expectations

The ideal Entertainment Creative Director should demonstrate:

- Strong creativity and entertainment instincts.
- Live-event, theatrical, nightlife, hospitality, or entertainment-production experience.
- Experience casting and working with performers.

- Strong on-stage hosting and public-speaking abilities.
- Excellent communication and interpersonal skills.
- Ability to develop creative ideas within a defined budget.
- Strong organizational and scheduling abilities.
- Ability to work with many different personalities.
- Understanding of LGBTQ+ entertainment, nightlife, culture, and audiences.
- Ability to balance creativity with operational realities.
- Strong problem-solving skills.
- Ability to remain positive and professional during stressful live-event situations.
- Willingness to work extended and irregular hours during GayDays® Weekend.
- Ability to attend required meetings, rehearsals, and events.

Standard of Success

A successful Entertainment Creative Director ensures that guests leave GayDays® talking about **how much fun they had and what they cannot wait to experience next year.**

The entertainment should feel intentional rather than simply scheduled. Existing events should continue to improve, new concepts should keep GayDays® fresh, performers should be appropriately cast, hosts should bring personality to each experience, pool areas should feel festive, and the entire weekend should maintain a consistent GayDays® energy.

The Entertainment Creative Director should continually ask:

Is it fun? Is it engaging? Does it feel like GayDays®? Can we make it better?

The ultimate goal is to create an entertainment experience that celebrates the history of GayDays® while continually finding new ways to make the weekend **bigger, more exciting, more memorable, and worth coming back to year after year.**