

<u>Time Frame</u>	<u>Task</u>	<u>Status</u>
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4 MONTHS OUT	Determine what type of show you want to do Determine why you are doing the show	
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3-4 MONTHS OUT	Survey your committee / campus for style and names Reserve venue - GET IN WRITING Generate Budget TALENT COST PRODUCTION COST-Sound,Lights, Barricade, Backline MARKETING COST-Newspaper, Radio, TV, Misc. CATERING COST-Band and Local Crew STAFF COST VENUE COST RUNNER COST TICKETING COST MISC COST TOTAL COSTS Compare cost to budget Is the show financially feasible? What would your ticket prices be? What happens when you sell 10 tickets? Do you have the money in the bank? Compile survey / determine wish list	
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3 MONTHS OUT	Determine committees and assign responsibilities Who is responsible for what and when	
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2-3 MONTHS OUT Begin planning for offer

Reconfirm venue and budget

Start to develop marketing plan based on genre
I.e. this is how we market a comedy show, this is how we market an urban show, etc

Contact potential print media
Contact potential radio
Contact poster printer
Contact school paper
Develop internet marketing plan
Consider "non-traditional" source - youth organizations,
Community centers, etc
Contact other schools

Determine ticketing procedure- online? outlets? Etc.

MAKE BID

Have top 10 choices, in order, ready to go
Include any and all details in the offer

Show time

Ticket prices

Radius clause

Merch rate-standard is 80/20 Artist sells. Please notify us if your building has a different rate.

Include school paperwork - school criteria / rider / contract

Venue restrictions

Curfew

Support Act ideas

Deadlines for Paperwork return due to school policy!!!

***THE MORE YOU TELL THEM UP FRONT, THE LOWER
THE CHANCE OF PROBLEMS***

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ONCE BID IS ACCEPTED

Tell venue

Tell staff

Alert media, campus PR office

Alert catering

IMMEDIATELY begin marketing - radio, print, flyers, table tops, email blasts

Speak with record label contacts

acquire available promotional materials

Bulletin boards, door hangers, etc

Continue marketing until show day

Continue to evaluate and change marketing to suit needs

Assign rider sections to responsible committees-

I.e. catering, production, marketing

Begin paperwork review/editing - **BREAK OUT THE RED PEN**

Talk to all involved parties-campus lawyers, agent, etc.

Create "*working copy*" of paperwork with changes

Sign and return contracts **ASAP WITH ALL NOTATIONS** - Send contracts in a form tracked, I.e. FedEx

HIRE PRODUCTION COMPANY - Do you have one you have used in the past? If not, get recommendations!!

Send them current band riders relating to production.

Get production mgr / tour mgr info

Begin master phone list of all relevant participants

Secure runners

Hire / secure security

DETERMINE HOW MANY SECURITY AND WHEN

Pros? campus police? Student?

Secure labor

pros? students? **YOU CAN NEVER HAVE TOO MANY LABORERS!!**

Set preliminary schedule

Have student workers sign contract

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1-2 MONTHS OUT GO ON SALE

PEOPLE WILL TRAVEL TO GO TO SHOW, BUT NOT TO BUY TIX
online, outlets, 24 hour availability, ease of access!

Assess marketing with ticket sales - adjust as needed

Confirm all aspects of show, in general

Venue

Production

Catering

Staffing

Security

House electrician-needs to be on call **ALL DAY!!!**

1 MONTH OUT

Confirm return of contracts

Negotiate any final issues

IF CONTRACTS NOT RETURNED, SEND WRITTEN NOTICE WITH DEADLINES FOR PAYMENT

Contact tour mgr - review:

Set times

Load in / out times

Crew

Directions

Tech issues

Put prod mgr in contact with your prod company

Venue restrictions

Any "quirks" of the show

Start master phone list

2-3 WEEKS OUT

Reconfirm with facility and crew

Reconfirm contracts are signed and returned

Reconfirm checks are ready/being processed

Reconfirm crew

Reconfirm logistics with prod / tour mgr

Reconfirm catering

Check ticket sales - adjust outlets / marketing as needed

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1-2 WEEKS OUT 2-3 calls with tour/prod mgr
Confirm load in time for band and production
Confirm internet access for venue
Get phone numbers for phones / fax / etc
Venue review
Create All Access Passes/Create Working Passes
Check with prod mgr if they are carrying working passes for your local crew
Final marketing push if necessary

1-2 DAYS Out Final check in with tour mgr
Confirm and clean dressing rooms / prod office
Confirm venue staff
Get petty cash (\$200-500)
Charge phones, walkie talkies, etc
Get: bus stock, dressing room requirements, ear plugs, water, sharpies, phone books, flashlights. gloves, lanyards

Runner info, gas up cars
Finish phone list
Reconfirm runners

FINAL MENTAL CHECKLIST

- 1.** Production / tour mgr cell numbers SHOW HAS BEEN ADVANCED WITH THEM
- 2.** Sound, lights, staging, power, barricade, etc. are all secured
- 3.** Arrival times for production
- 4.** Arrival times for bands
- 5.** Crew, crew, crew, and crew AVAILABLE ALL DAY
- 6.** Petty cash
- 7.** Runner(s)
- 8.** Band checks
- 9.** Everything is cleared and set w/ the venue
- 10.** Catering is all set and times for food are all reconfirmed
- 11.** Security - who is doing it, when are they arriving, how many?
- 12.** Tickets - are you selling day of? do people know where? do you have cash available for sales?
- 13.** Everything has been advanced with the production manager and he/she has spoken with you
- 14.** You have a day of show schedule and the volunteers are ready, willing, and able to follow it
- 15.** Your electrician and facilities folks (janitorial, etc) are ready
- 16.** Dressing rooms are reserved and will be cleaned the night before
- 17.** Parking is reserved and blocked off
- 18.** If any part of the show is outdoors, the rain location is ready
- 19.** All paperwork is complete

Show Day

STAY CALM, HAVE FUN, BE PREPARED TO IMPROVISE