

Susan Bailey

Prayerful music of hope and inspiration as an expression
of her Catholic Faith

CONCERT COUNTDOWN CHECKLIST

8 WEEKS BEFORE CONCERT

- Assemble your concert promotion team
 - You might assign individuals to take on specific tasks, such as:
 - Artist communications
 - Printing
 - Ticket distribution
 - Poster distribution
 - Ads / event sponsorship / program
 - Accounting
 - Media promotion (church bulletins, radio, newspapers, TV)
 - Technical
- Determine your theme, focus and target audience
- List equipment and expenses for which you are responsible
- Plan your budget and set your ticket price
- Consider all options for offsetting expenses

7 WEEKS BEFORE CONCERT

- Arrange ticket outlets and individuals handling tickets (Christian and Catholic bookstores make great outlets. You might offer a few complimentary tickets and/or a program ad in return for this service.)
- Order flyers, posters, tickets and other promotional materials
- Sample flyers (black&white and color) are provided at www.gvonline.net/sungrosary/bookinginfo.htm
Print them as flyers on your printer, or take file from the disc to a printer (ex. Kinko's) to be enlarged and printed as a poster. Be sure to add date, time, place, address, ticket price and phone contact.
 - Tickets need to be designed and printed. Keep it simple, but be sure to include the same vital information as on the flyer. Consider a reduced price for tickets purchased in advance (\$10 advance, \$12 at the door)
 - Call newspapers to determine submittal schedule for articles and interviews (ask about scheduling interviews during concert week)
- Radio stations contacted about publicity
 - Ask any/all stations about free "community calendar" advertising.
 - Ask news stations if they would be willing to cover the concert as a feature and perhaps interview the artist the week of the performance.
 - Ask Christian stations if they would be interested in interviewing the artist and/or playing their music and mentioning the concert.
 - We are happy to provide a complimentary CD to radio stations.

- The artist interviews on the audio portion of this CD-ROM may also be used as a radio interview, if needed.
- If your budget permits, you may want to purchase advertising

6 WEEKS BEFORE CONCERT

- Check technical requirements in contract
- Order or secure commitment for all necessary equipment (sound, lights, piano, stage platforms, etc.)

5 WEEKS BEFORE CONCERT

- Pick up all printed materials
- Distribute tickets to outlets and individuals, getting receipts for number of tickets and their value

4 WEEKS BEFORE CONCERT

- Distribute posters, flyers and promotional materials
- Send announcements to church bulletins, newspapers, cable TV, event calendars and other free publications
- Send direct mailings to key people
- Start telemarketing campaign

3 WEEKS BEFORE CONCERT

- Offer feature story and artist interview to newspapers with photo and artist bio (A digital photo is available in black and white or color to download at www.gvonline.net/sungrosary/bookinginfo.htm. If you need hard copies of photos, please write to Susan at susan@gvonline.net.)
- Make sure bulletin announcements and event calendars are still running concert info
- Check ticket sales

2 WEEKS BEFORE CONCERT

- Ushers / Hospitality team selected and briefed on responsibilities
- Check ticket sales with outlets / individuals
- Make sure bulletin announcements and event calendars are still running concert info

CONCERT WEEK

- Double check technical needs (sound, lights, instruments, etc.)
- Make sure facility and event personnel are set
- Check with Susan at susan@gvonline.net for last minute details. Or call 508-839-3055.
- News releases placed in local papers 4-5 days prior to concert

- Arrange for possible local radio station interviews via phone with artist
- Check ticket sales daily

CONCERT DAY

- Pick up any unsold tickets and money from outlets and individuals
- Check in with artist at least an hour prior to event
- Check that necessary crewmembers arrive to setup or unload at concert site
- Brief event staff on instructions 1-2 hours prior to event
- Check in/final instructions for ushers/hospitality
- Open facility at least 45 minutes before event time

POST CONCERT

- Post concert clean up
- Final accounting, pay outstanding bills
- Remove posters and flyers from all locations
- Thank you notes to those involved in event
- Clip any reviews and send to
Susan Bailey
3 Westboro Road
North Grafton, MA 01536

HOW TO PLAN A CONCERT

Congratulations and thank you for your commitment to bringing a quality Catholic music event to your community! The following is meant to serve as an aid to help you focus and plan your successful event.

I. EVENT PURPOSE

What is the audience you are trying to reach?

What kind of audience will relate to the artist you are sponsoring?

Is there a theme or purpose for your event/gathering?

Put your purpose in writing with your team. Will this be a youth-, adult- or family-oriented gathering? If you have a clear idea of your “ideal” target audience, it will be much easier to match the appropriate artist to the event. If you have a larger theme (seasonal, service, mission...) or purpose (fundraiser, charity, program kickoff...), it may give your event a stronger appeal or focus which may help promotion and ticket sales.

II. FINANCIAL PLANNING

Do you plan to promote this event at a profit?

Is this event underwritten by a church or organization?

How can you offset your expenses?

Is the event a fundraiser or part of an existing budget? This can affect decisions regarding promotion of your event. In either case, you will need to outline the costs of the event as precisely as possible in order to project attendance goals and ticket pricing, if applicable.

Expenditures may include: artist costs (fee, travel, accommodations), sound system (if applicable), printing (ticket, flyers, programs), advertising (mailings, handouts, bulletin inserts) and venue costs (if you're renting a facility). Review your artist contract.

Write down all your expenses.

Here are a few ways to offset your expenses:

- Partner with another church/organization: You can split costs and multiply your potential audience by partnering with one or more churches/groups.
- Local business sponsorship: Approach local businesses (especially if they are members of your church) to advertise in your program or sponsor the sound system costs in return for prominent event advertising. If the sponsorship is substantial enough, you might promote the event as “sponsored by” on your posters, flyers, tickets, programs, etc. You might use this method for your other expenses, as well ...hotel, food, tickets/printing. Do you have a hotel manager, restaurant owner, or printer in your parish?
- Approach all local businesses for ads in your program. This is why parish bulletins work everywhere! Decide the maximum size you'd like your program to be, and what you will ask for full page, half-page and quarter-page ads. If you must print them yourself, make sure to proofread your sponsor's copy and use good quality paper.

III. PROMOTION AND ADVERTISING IDEAS

PERSONAL INVITATION

If you're planning a worthwhile event that will serve the needs of your community or group, there is no better way to reach your target audience than by personal invitation. If your people are enthused, they will bring friends and encourage friends to come to a special concert.

Can you identify fifty people in your church, youth ministry or other group who could be enthusiastic about helping to create an exciting event? Fifty enthusiastic people moving ten tickets is a great start. How about one hundred enthusiastic people moving ten tickets? This is, by far, the most reliable way to a successful event. Why?

- You reinforce your event purpose by enlisting the support of a larger support "team."
- You build community by focusing on a common goal...the enrichment of the life of the local church.
- Everyone participates in an opportunity for evangelization and hospitality.
- In addition, you may get a better idea of attendance prior to the event.

Why not start your list now?

NEWSPAPERS

Contact all your local newspapers. Most are always looking for good feature material.

- Contact religion and entertainment editors and check into features, interviews and having your event included in the "coming events" calendars.
- If requested, burn a copy of the promotional photos and press bio from Susan's website at www.gvonline.net/sungrosary/bookinginfo.htm. Call Susan at 508-839-3055 for hard copy photos or to set up an interview with Susan, if requested.

POSTERS / FLYERS

Strategically placed, flyers and posters are an inexpensive and effective way to advertise.

Suggestions:

- Include artist name, date, time, place and ticket price on all flyers, posters, tickets and printing.
- Obtain permission to place posters and always remove them after the event.
- Place posters in good public locations.
- Insert flyers in church bulletins one month before (for advance sales) and the Sunday before the event.
- Use flyers as handouts, small posters and mailers.

DIRECT MAIL

Consider a direct mailing to your main target audience and key people who are involved in church groups and other organizations. Including a letter of endorsement from your pastor is an effective combination.

BUSINESS SIGNS

Approach owners of businesses who have signs which can spell out short announcements.

DOOR KNOB CARDS

If your target audience is concentrated in a given area, you might print cards with your concert information that could be hung on doorknobs by some volunteers.

ENVELOPE STUFFERS

Print small cards with event information that can be stuffed into envelopes being mailed at your parish or at other local businesses.

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3 Westboro Road, North Grafton, MA 01536

Website: www.sungrosary.com • Email: susan@gvonline.net

For booking materials visit www.gvonline.net/sungrosary/bookinginfo.htm

Phone: 508-839-3055 • Voice Mail: 206-600-6940