

Bigger Crowds and Better Shows

Basic organizational skills are not genetic-- they have to be learned. Believe it or not, it is relatively easy to get organized and to stay that way. We generally have a course outline for any college class, and we make a list before we go to the grocery store, but we often try to tackle a major challenge without the slightest bit of written assistance.

I've assembled this detailed "To Do" list for student activities. The purpose is to make sure that everything gets accomplished and that nothing is forgotten. I hope it is helpful, and that all your programs are successful.

Sample Timeline

One Semester in Advance:

1. Book All Shows.
2. Reserve venues.
3. Bid/Order staging, sound, lights, etc.

Two-three weeks before Semester (Quarter) begins:

1. Create program series promotional material and plan publicity campaign.
2. Make sure paperwork is being processed (contracts, PO's, etc.).
3. Arrange artists accommodations, hospitality needs (advance).

Beginning of Semester (Quarter):

1. Begin Promotional Campaign.
2. Distribute program series material (schedules and descriptions of shows, etc.).
3. Press releases, interviews, overviews to campus and local media.
4. Press materials to your University/College Media Relations office.

Three-four weeks before each show:

1. Assemble all promo for that individual show.
2. Distribute press releases and photos to local print media (check deadlines).
3. Distribute PSA's to local broadcast media (check deadlines).
4. Send Artist/Agent campus & city maps; directions to your office & venue; ALL important phone numbers (in case of emergency); room arrangements; and any other pertinent information.
5. Reconfirm sound/staging/lights; make sure spec sheets are delivered.
6. Review Artist's Rider, take care of any details.

Ten-fourteen days before show:

1. Publicity Blitz-- hang posters & banners, put up table tents, fliers, etc.
2. Review Artist's Rider AGAIN for anything you might have missed.

Week of Show:

1. Committee Blitz-- Crank Up Word-Of-Mouth campaign. Tell everybody you know about the show.
2. Wear promo T-shirts and Buttons ("Ask Me About The Bill Smith Show").
3. Radio Promo Blitz.

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4. Fliers and Door Hangers.
5. Confirm travel plans and arrival time for artist, assign a hospitality escort.
6. Reconfirm stage crew.

Morning of Show:

1. Plaster "TONIGHT" over every poster & table tent.
2. Reconfirm escort/contact for artist.
3. Make sure your entire program committee will be there for the show!
4. Pick up the Artists Check.
5. Reconfirm any hospitality arrangements (catering, etc.)
6. Pick Up parking permits for Artist's vehicles.
7. Arrange for Load-in.

Just Before Show:

1. Handle any last minute details and emergencies-- don't panic.
2. Write or get Introduction for emcee.
3. Get your entire committee on the front row! Enjoy the Show!

After the Show:

1. Deliver check.
2. Take care of load-out.
3. Thank everybody involved for helping with the production.
4. Thank everybody for attending.
5. Take Artist out-- or not.

The Morning After:

1. Remove all promo-- posters, banners, table tents, etc.
2. Tell Everyone you know about last night's show. Make them believe it was the greatest performance in their college career. Make sure they will never miss another campus event!
3. Thank your committee again, and all your friends who attended and helped.
4. Complete and Artist Performance Report Card.
5. Write a letter of thanks to the Artist and/or Agent.
6. Finally, go to class. Beg your professor to let you make up all your missed assignments. Plead "temporary insanity" and promise to never miss another class.
7. Never forget: "It's easier to get forgiveness than permission."

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