

EVENT CHECKLIST

4 MONTHS OUT

Determine what type of show you want to do.

Determine why you are doing the show.

3-4 MONTHS OUT

Survey your committee and/or campus for genre and names.

Reserve the venue. (Get this in writing)

Generate a Budget. Include:

- TALENT COST _____
- PRODUCTION COST (Sound, Lights, Barricade, Backline) _____
- MARKETING COST (Newspaper, Radio, TV, Misc) _____
- CATERING COST (Band and Local Crew) _____
- STAFF COST (Security, Venue Staff) _____
- VENUE COST (Rental Fee, Electricity, Generator, etc) _____
- RUNNER COST (Vehicle Rental Cost, Gas, Runner's Fee, Ground transportation) _____
- TICKETING COST _____
- MISC COSTS (Petty Cash, Hospitality Items, etc) _____
- 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 available?)

Compile Survey Results/Determine Wish List

3 MONTHS OUT

Determine Committees

Assign Responsibilities (Who is responsible for what and when?) For example:

- Hospitality _____
- Security _____
- Promotion _____
- Stage Manager _____
- Production Assistants _____

2-3 MONTHS OUT

BEGIN PLANNING FOR OFFER

Reconfirm Venue and Budget

Start to develop Marketing Plan (Based on the type of show you are doing, ie comedy vs. hip hop vs. rock show marketing)

Contact Potential Print Media

Contact Potential Radio

Contact Poster Printer

Contact School Paper

Develop Internet Marketing Plan

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EVENT CHECKLIST

- Consider “non-traditional” sources (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, including:

- Show Time _____
- Ticket Prices _____
- Radius Clause _____
- Merch Rate (Standard is 80/20, Artist sells.) _____
- Include School Paperwork (School criteria/rider/contract) _____
- Venue Restrictions _____
- Curfew _____
- Support Act Ideas, Right of Refusal Issues. _____
- Deadlines for Paperwork return due to school policies and procedures _____
- Insurance Requirements _____
- Ability to provide ground/runners _____
- Ability to provide backline _____
- Sound/Light Budget, use of House Sound/Lights, ability to fly sound/lights _____

(The more you tell them up front, the lower the chance of problems once the bid is accepted.)

- Submit Offer

ONCE BID IS ACCEPTED

- Tell Venue
- Tell Staff
- Alert Media, Campus PR Office
- Alert Catering
- IMMEDIATELY begin marketing plan (radio, print, flyers, tabletops, email blasts)
- Speak with Record Label Contacts
- Acquire Available Promotional Materials
- Advertise on Bulletin Boards, Door Hangers, etc.
- Continue Marketing until Show Day or until show is Sold Out, adjusting marketing tactics as needed.
- Assign sections of the rider to responsible committees. (Catering, Production, Marketing, etc.)
- Begin Paperwork Review/Edits
- Speak to all involved parties (Campus Lawyers, Agent, etc.)
- Create “working copy” of paperwork with changes
- Sign and return contracts ASAP with all changes (Send via Fed Ex or similar for tracking purposes.)

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EVENT CHECKLIST

- Hire production company (If you don't have one you've used in the past and are happy with, get recommendations)
- Send rider with production information to the Production Company you will use.
- Get the contact information for the Tour Manager and Production Manager.
- Begin forming a Master Phone Number list of show contacts.
- Secure runners for show day.
- Develop a Security Plan, including who you will use for security, how many people you need, where those people will be stationed.
- Hire all necessary security.
- Secure student labor for show through volunteer contracts.
- Secure pro labor if necessary.
- Set preliminary Day of Show Schedule.

1-2 MONTHS OUT

- GO ON SALE (Ensure that tickets are EASY to obtain through online sales, sales at other events, extended box office hours, etc.)
- Assess and adjust marketing plans
- Confirm that you have secured all of the following for show day:
 - Venue
 - Production/Staging
 - Catering
 - Staffing
 - Security
 - House Electrician (On Call All Day)
 - EMTs

1 MONTH OUT

- Negotiate any final contractual issues (Reinstatements, Points of Contention)
- Confirm receipt of fully-executed contracts, or set deadlines for contract receipt and send written notice of these deadlines.
- Contact Tour Manager to review the following:
 - Set Times (Allow for changeovers)
 - Load-in/Load-out Times
 - Sound Check Times (Allow for changeovers)
 - Crew availability and needs (Students vs. Pros, etc)
 - Directions and/or Venue Address
 - Tech Issues/Venue Restrictions and Limitations
 - Space Availabilities
 - Production Contact to discuss sound and lighting
 - Meal Times and Numbers/Dietary Specifications
 - Up-to-date Hospitality Requirements/Menus
 - Photo/Video/Interview Policies
 - Meet and Greet Times/Numbers

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EVENT CHECKLIST

- Travel/Ground Transportation/Parking Needs
 - Security Plans
 - Merch Rates/Details
 - Credentials (Carrying or not? How many needed?)
 - Runner needs
 - Any “quirks” (i.e. emcee, presentations, fireworks, etc.)
- Expand Master Phone List

2-3 WEEKS OUT

- Reconfirm everything with facility.
- Reconfirm possession of fully-executed contracts.
- Reconfirm Check processing/dates checks will be ready.
- Reconfirm crew availability.
- Reconfirm all logistics with Tour Manager and Production Manager.
- Reconfirm Catering.
- Check ticket sales.
- Adjust Ticket Availability/Marketing Plan.

1-2 WEEKS OUT

- Reconfirm all logistics/travel with Tour Manager and Production Manager.
- Confirm Day of Show Schedule times with Artist/Production Company.
- Confirm internet access, obtain Guest Codes if necessary.
- Obtain phone numbers for phone lines/fax/etc.
- Create All Access Passes/Working Passes/Other necessary credentials.
- (Include Artist and Crew numbers as needed, always make extra just in case.)
- Final marketing push.
- Reserve Car Service if necessary.

1-2 DAYS OUT

- Final Check in with Tour Manager and Production Manager re. Schedule, Directions, etc.
- Confirm Dressing Room availability and clean rooms.
- Confirm availability of Venue Staff.
- Get Petty Cash if possible. (We recommend \$200-500.)
- Charge all phones, walkie talkies, etc.
- Purchase the following:
- Agreed upon Bus Stock/Dressing Room Hospitality
 - Ear Plugs
 - Lots of Bottled Water for Crew
 - Sharpies
 - Phone Books
 - Gloves
 - Lanyards
 - Menus for Local Restaurants
- Finalize runner information.

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EVENT CHECKLIST

- Gas up runner vehicles.
- Create directional and informational signage for the venue day of show.
- Finalize Master Phone List.

FINAL MENTAL CHECKLIST

- Tour Manager/Production Manager Contact, Day of Show Contacts if different.
- Final confirmation with Tour/Production Manager.
- Confirm Sound, Lights, Staging, Barricade, Power, Backline.
- Confirm Day of Show Schedule Times with all involved parties.
- Confirm availability of students and pro crew.
- Have Petty Cash available.
- Confirm runner availability and vehicles needed.
- Confirm ground transportation.
- Confirm all details with venue.
- Confirm Catering times, locations, menus, and numbers.
- Confirm Security numbers, arrival times, and planned locations.
- Confirm Ticket Sales Day of Show
- Confirm Final Day of Show Schedule has gone out to all involved parties.
- Confirm Venue Staff and Electrician availability for Day of Show.
- Confirm Dressing Room/Catering Room/Production Office Space Reservations.
- Confirm cleanliness of Dressing Rooms.
- Reserve parking, block off as needed.
- Confirm availability of Rain Location if show is outdoors.
- Confirm that all paperwork is complete, checks are cut, and that you have them Day of Show.
- Set dressing rooms the night before the show if possible.

SHOW DAY

- Stay Calm, Have Fun, Improvise.
- Keep the following with you:
 - Master Phone List
 - Petty Cash
 - Checks
 - Day of Show Schedule
 - Contracts for reference