



Scheduling an event

Please note that this example is for reference only. Users are responsible for their own usage and application.

→ **Start from the event date, and work backwards!**

6-12 months before the event date:

- Check the availability of the artist
- Draft a preliminary Letter of Intent, subject to funding being available.
- Draw up a budget
- Find a partner to share the costs
- Find a media sponsor (radio, newspaper)
- Get funding for the event

3-6 months before the event date:

- Negotiate with the artist or their agent
- Contract the artist (if they belong to a professional association, there will be a minimum fee structure, and you may have to sign a union contract).
- Book the space, check that it meets the technical requirements of the artist.
- If you need to supply lighting or sound equipment, research what you can find for free or cheap.
- Pay advances if necessary

2-4 months before the event date:

- Write the publicity
- Get publicity materials from the artist
- Ask for volunteers to help with tasks – selling tickets, phone trees, postering, ushering, etc.
- Book accommodations, travel, if necessary.
- Solicit advertising from local businesses.
- Check deadlines for applying for raffle, liquor licences.

1 – 2 months before the event date:

- Check the newspaper deadlines.
- Send mail & e-mail invitations
- Print tickets, posters, postcards, flyers (if you are getting them for free, it will take longer)
- Organise sale of tickets – are there outlets which are prepared to sell them, or hand out flyers to potential audience?
- Solicit donations, door prizes from local suppliers

6 weeks before the event date:

- Get the press release in the local newspaper.



3 - 4 weeks before the event date:

- Talk up the event to the local media – radio, newspaper.
- Distribute posters/flyers/postcards wherever your audience is most likely to see them
- Is there a “what’s on” column in the local newspaper?
- Confirm any technical details with the artist & the venue.

1 - 2 weeks before the event date:

- Get a reminder in the local media – radio, newspaper, or even better, an interview with a key player (presenter or artist).
- Send out reminders by email, Facebook and other social media.
- Activate the volunteer phone tree, to remind people to buy tickets.

Countdown week before the event date:

- Check ticket sales – do you need a last-minute boost?
- Confirm that volunteers are still available for the event.

Day of the event:

- Go to the venue, make sure all is in order
- Meet with the artist, fulfill any hospitality requirements (transport, food, accommodation etc.)
- Assign a team member to be the liaison for the artist, if you are too busy.
- Check in with the volunteers
- If you offer door prizes, gather email addresses as you give out tickets for them. The email addresses can augment your mailing list for future events.

Show-time:

- Relax! This is where the artist takes over, and you can sit back and enjoy the show.

After the show:

- Check in with the artist and with your volunteers; thank everyone, and be open to suggestions as to how things could go better next time.
- Be sure to thank all the volunteers in person, and if possible, publicly.
- Attend to any clean-up, and make returns promptly.
- If businesses took advertisements in your program, send them a copy with your thanks.
- Write up a *post-mortem* for yourself, as a guide for future events.
- Add any new contacts to your mailing list
- Report to your funders, if necessary.