

BEYOND THE CONTRACT

Coordinated Promotion, Show Advance, Evaluation



COORDINATED PROMOTION

- **TIP: Include marketing expectations in your offer sheets**
- **Communicate your launch date and marketing plan with the agency/artist team with adequate notice**
- **Provide artwork for the artist to share**
- **Provide the correct name of series/venue, venue event link, social media accounts, any specific tags**
- **Check in every week the month leading into the show – ask for a shout out video, dedicated post, story, merch giveaway, etc. to create excitement and utilize their reach**

SHOW ADVANCE

-RE-Review contract and booking threads (if applicable) before starting the advance

If you are not connected with management upon contract or provided a rider with contact information, going forward it is appropriate to ask for the PM or Manager email/number when receiving contract.

-Refer to email template for key areas to cover during your advance

-Include photos of your venue in your tech pack

-Adjust your subject lines and remain on-thread to stay organized

-Ensure you have current W9s, stage plots and riders

-Follow up all phone calls with an email bulleting what was discussed

-Text the TM or main contact morning of show to double check anticipated arrival time and/or check in on weather forecast.

DOS COMMUNICATIONS

- One Sheet for DOS template (printed & posted in staff area, Google Drive, Share Point, Dropbox, Basecamp, Microsoft Teams, etc.)**
- Print condensed day sheets with only necessary information, as needed**
- Not recommended to include settlement information in any day sheets**
- Staff/Volunteer Debrief**

POST-SHOW EVALUATION

-Collect concert data to inform future bookings

Date, Artist, Fee, Genre(s), Audience Demographics, Estimated Attendance, Weather, Audience Feedback, Revenue (Merch, Buckets, F&B, Vendors, etc.)

- Post-Show Artist Check-In – Thank the artist and management team and provide an opportunity to share feedback from the engagement.