



First steps after your offer is accepted...

Now that the artist has accepted your offer, you will receive a contract and rider for your artist from JRA – look over the contract as soon as you get it to ensure there are no errors. Read over the rider and make sure you understand its requirements. Contact artist management for questions regarding the rider, and always contact JRA if you have questions but are unsure who will have the answer.

- Be sure to return your contract, rider and deposit to JRA by the deadline listed on your contract!**
Meeting those deadlines helps us process everything in a timely manner and return it to you well before the concert date.
- Confirm your venue**
You should have obtained a firm “hold” on the venue for your date prior to submitting an offer; now is the time to sign a contract with that venue and pay any applicable deposits – do not put this off and risk losing the venue! Again, this process can vary according to venue, but you need to have confirmation in writing that the venue is reserved for your event before starting promotion.
- Confirm your production (if applicable)**
If you agreed to provide production for the artist, make sure you understand the requirements by reading the rider supplied with your contract. Contact 2-3 production companies and get quotes for providing production for your event, ensuring that they have seen and understood the requirements of the rider. If you're unsure of how to select a production company based on the quotes you have gathered, feel free to contact the artist's production or road manager to have them advise you on your quotes. Select a company, sign the contract and pay the deposit to confirm production for your event on your date.

16 Weeks Out

- Get your local Christian radio station on board**
If you haven't already, contact your local Christian radio station and see if they will promote your event on the air. There are multiple methods that you can request they use, some free and some paid:

On-Air Giveaways: Offer free tickets to be used as on-air giveaways: anytime a radio station holds a contest to win free tickets to your event, they are advertising your date!

Radio Spots: A good rule of thumb is 100-150 radio spots over a 4-6 week period. If you cannot make that work financially, then plan to run spots 4 weeks out, no spots 3 weeks out and then pick up with heavy promotion during the last two weeks.

Artist Interviews: Work with artist management and the radio station to schedule an on-air interview. Never promise the artist's time to anyone without receiving confirmation in writing from their management first.

Jeff Roberts & Associates is a division of the Jeff Roberts Corporation

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Set up Ticket Outlets

Set up ticket outlets both online and in physical locations such as local Christian bookstores or the church office. Make sure they know whom to contact if they run out of tickets, and make it clear that they should never tell anyone that the show is sold out unless specifically told by you to do so.

Produce your Radio Spot

Sometimes tours will provide a spot or you may have to ask your station to produce it for you. The artist's name should be mentioned multiple times, as well as the venue, date and time and where to buy tickets.

Order Printed Promotional Materials

Order all of your print material including posters, flyers, mailers and tickets, etc. Every printed advertisement should contain the artist's name, show date, start time and doors time, venue, venue address, ticket prices, phone number for information/tickets, website for information/tickets, and a listing of all physical ticket outlets. Most of the time artist management will have already designed artwork to use for your posters – be sure to check with management prior to ordering your print materials to ensure you are using the approved artwork.

14 Weeks Out

Get the word out to local churches

Have volunteers contact churches in the surrounding area to tell them about your event and ask if you can send them posters to put up at their church – also ask if they'd be willing to mention the concert in their church bulletin or in their Sunday morning announcements. Talk to all youth pastors in the area directly and offer them a group rate on tickets.

Get the word out on social media

Set up a Facebook event that people can join and advertise to others. Use your personal and your church's social media accounts to spread the word, ramping up your efforts in the weeks leading up to the event. Also utilize Facebook ads to target people you may not otherwise reach from your personal network or your church's network – this can be done easily by targeting people in your area who have 'Liked' the artist you are hosting (or similar artists).

Get the word out via e-mail and postal mail

If your church has an email list, send an eblast to announce the event and ask for support in spreading the word. If you intend to purchase a list of mailing addresses and send a mailing to churches, this would be the time frame to do it. Be sure you are using approved artwork and images – if in doubt, always consult with artist management.

12 Weeks Out

Poster and flyer placement

Hang posters and flyers everywhere that will allow it – grocery stores, gas stations, restaurants, coffee shops, etc. Make sure there are highly visible posters at all ticket outlets. Don't just post them and leave – check back later to verify the poster is still there.

Place ads in free publications

Place ads anywhere that you can for free - any free publications, college/school newspapers, community events TV channel, etc. If it's free, use it!

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10 Weeks Out

- Inquire about a feature story**
Check with all local media outlets, including newspapers, to see if they would be willing to do a feature story on your event. Be prepared to provide them an approved photo and bio for your artist.
- Send out an e-blast to potential ticket buyers in the surrounding areas**
Most ticketing websites will allow you to purchase a one-time e-blast that they will send to everyone who has purchased a ticket within your geographical area. This is an excellent way to get your event directly in front of recent ticket buyers.
- Keep using social media!**
More shares, tweets, retweets, and likes = more people hearing about your event!
- Check on your poster locations**
Revisit the locations that you've placed posters and confirm that they're still visible and undamaged.

8 Weeks Out

- Stay on top of social media!**
This speaks for itself – don't let your event get drowned in the noise, keep reminding your followers of your event. Keep your audience up to date with the happenings of your artist – make sure you're a fan on Facebook and share or retweet any accomplishments that your artist may have. Local excitement about the artist will result in more people wanting to come to your event.
- Check on and confirm radio promotion schedule**
Verify that you have everything ready to start with your radio station. Request a spot log once your spot has begun playing and plan to tune in at peak times to ensure it's playing as expected.

6 Weeks Out

- Set up a radio interview with the artist**
If you haven't already, contact artist management and find out when the artist would be available for an on-air interview with your local radio station. If you've already scheduled this, follow up to confirm that the date is still good and reschedule if necessary.
- Recruit volunteers**
The rider often specifies a certain number of volunteers to help with load-in, catering, merch, load-out, etc. If the rider isn't clear about this, confirm with the artist's road manager how many people will be needed for each area of the event. Do NOT include yourself as a volunteer in any set area – as the promoter of the event, you will need flexibility to ensure that ALL areas of the event are running smoothly.
- Confirm catering**
Review the catering requirements in the rider – artists often specify certain foods on certain days to avoid eating the same foods night after night at each event. If you're hiring a catering company, confirm the date and menu in writing. Verify the facilities available at the venue – there should be a private room set aside specifically for artist and crew catering.

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Plan giveaways and contests

Set up giveaways with your local radio station as an alternative way to have your event mentioned on the air. Typically giveaway prizes include tickets to the event or CDs. Never give away anything that would involve the artist's time without written confirmation from management (i.e. Meet & Greets).

Reserve hotel rooms and confirm artist travel needs

Check the rider to confirm the number of hotel rooms and preferred hotel chains prior to reserving. Be sure the rooms you book can be canceled if needed. Sometimes an artist will not use the rooms locally, but will choose to do what is called a "buyout". This is when they take the cash equivalent of the rooms you were going to book and instead book further down the road toward the next event. Management will be able to help you with this question around 4-6 weeks out.

Also, if you've agreed to provide flights, contact artist management to find out how they'd like to handle purchasing the flights and begin making those arrangements.

Check on your ticket outlets

Check on all ticket locations and get an accurate count of how many tickets have been sold. Provide additional tickets to outlets that are running low. Let your JRA agent and artist management know the current ticket count so we can help you adjust promotion if things aren't selling as quickly as expected.

4 Weeks Out

Check on your radio campaign

Your radio spots should be underway – remember to tune in to listen for your spot is at peak times and request a spot log to verify this.

Continue checking ticket outlets

This should be done weekly until the week before the show, when it should be checked daily. Report ticket counts to artist management.

Continue updating social media

3 Weeks Out

Follow up with local churches

Do a second telemarketing campaign with volunteers to remind churches about the event, especially those who were willing to announce the event in their bulletins. Supply flyers to those willing to pass them out and be sure everyone has a poster that is willing to post one.

Continue checking ticket outlets

Ticket sales should start to pick up 2-3 weeks out from the event as your radio ads continue and momentum picks up from your promotional efforts thus far. Make sure no outlet runs out of tickets and report ticket counts back to management.

Continue updating social media

Consider running contests for tickets or merchandise.

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- Send a press release to local newspapers**

2 Weeks Out

- Continue checking ticket outlets and report ticket count to management**
- Continue updating social media**
- Confirm details with the road manager**
This is referred to within the industry as “advancing the date” – now is the time to confirm arrival times and load-in with the artist’s road manager.

Week of Event

- Confirm your production (if applicable)**
- Confirm catering and hotel room details**
If you’re providing hotel rooms, find out from the road manager the name under which the rooms should be reserved and make sure the rooms are prepaid (unless a “buyout” is being utilized at your date – the road manager will be able to clarify this).
- Confirm all volunteers/staffing for the event**
- Re-read the rider to make sure you are ready for the event from all angles**
- Check ticket counts daily**
Check ticket counts daily and pick up all money along with any unsold tickets from all ticket outlets the day before the show.

Day of Show

Arrive early at the venue and confirm that everything is ready for the artist’s arrival

Ensure dressing rooms and catering rooms are ready and that the stage is clear for load-in. Ensure that enough tables are available and ready for merchandise areas (see the rider for specific requirements).

Meet with the road manager for a walkthrough to cover all details of load-in, load-out, the show, etc.

Organize (or have someone to organize) all volunteers as they arrive.

Be available at all times during the night and adhere to the rider and have a successful event!

If your event includes backend percentages, have your expense sheet ready with receipts so you can settle the show. Have accurate ticket count and all money accounted for.

Pay the artist road manager their balance and settle the show.

After Event

The appropriate number of volunteers should be available and ready for load-out. This is just as important as load-in!

Day(s) Following Event

Thank everyone who helped with the event and volunteered his or her time. Send thank you notes to churches that were willing to promote the event to their congregations – this was likely an invaluable asset to your promotional efforts.

Go to all locations where you hung posters and remove them – be sure to thank the owners.