

# How To Promote a Successful Concert

## *Basic Steps for a Successful Concert Promotion*

Before you do anything else it is important that you confirm all of the following items:

1. Check with other area churches, radio stations, and promoters for conflicting events.
2. Confirm your concert hall in writing.
3. Confirm the date and artist in writing with the agent.
4. Confirm that the Christian radio station will support you.
5. Thoroughly read artist's rider and contract to be sure you can fulfill it.

*You are now ready to proceed.*

The most important thing you can do is to start a "word of mouth" campaign immediately. Get on the phone and call as many churches as you can and ask them to put the concert on their calendars. Then ask if you can send their church posters to put up in their church to advertise the concert. The support of churches and youth pastors is vital. In the meantime, you want to have all your posters and flyers printed including a picture of the group and stating time, date, location and ticket price, and ready to send to the churches you have called. You will also need the flyers to send to a mailing list of previous concert goers, churches and bookstores. This leads us to the next step, which is bulk mailing. This is the "life blood" of a successful concert.

## The Promotional Checklist

### **14 weeks prior to the concert...**

1. Make arrangements to do a direct mail campaign. It is vital that your mailing arrive at least six weeks prior to the concert. Use your church's non-profit permit to get the lowest postal rate possible.
2. Set up ticket sales at bookstores and churches. List them on your promotional materials. Inform all outlets that you will pick up the receipts and excess tickets no later than the day before the concert. Inform your stores that even if they sell all their allotted tickets UNDER NO CIRCUMSTANCES should they tell their customers the concert is sold out unless you personally tell them so.
3. In exchange for using their logo on the back--you might even work a deal whereby the ticket stub is used as a discount coupon for their customers.
4. Contact the local Christian radio station about advertising. Get rates and ask for discounts and special promotion policies. Explore all public service announcements.

### **12 weeks prior to the concert...**

1. Distribute all promotional materials and tickets to outlets. Be sure to get receipts and carefully log ticket dispersal so a proper accounting can easily be made when you settle up.

### **6 weeks prior to the concert...**

1. Recruit or hire crew to help with concert (load-in, ushers, ticket takers, load-out).
2. Send announcements to all free publications (activities calendars, church bulletins, newspapers, radio, TV, cable shows, schools, youth programs, etc.)
3. Your mailing should have arrived by this time. Check with people on your list to see when they received theirs.

### **4 weeks prior to the concert...**

1. Start Christian radio advertising. You should buy 60-second spots to run four times a day Monday through Friday for at least four weeks prior to the concert. Also, have the station do ticket give-aways (about 10 pairs per station) and offer tickets to the station employees.
2. Artist's radio interviews should be scheduled and approved by this time.
3. Make arrangements for counseling materials to be available and plans for follow-up counseling. Check with local pastors who might be available for the evening or to disciple and counsel as part of your follow-up efforts.
4. Contact your local newspapers about running a "human interest" or article on the religion page featuring the artist.

### **3 weeks prior to the concert...**

1. Send press releases to the religion and entertainment editors of all local newspapers.
1. Send press releases to the religion and entertainment editors of all local newspapers. Keep them short and to the point with a name and number to call for more information.
2. Check tickets every three days. Redistribute tickets if necessary. No outlet should be allowed to run out of tickets if other outlets still have them.

### **The week of the concert...**

1. Be sure that all ticket monies and/or tickets are picked up from the outlets no later than the day prior to the concert. This will give you enough time to make an accounting of all tickets sold at advance and group rates. Group rates will not be applicable at the door nor should any tickets not already paid for be held at the door. It is not uncommon for people to call, ask you to hold 30 tickets, and then not show up or appear with just a few people.
2. If you have not already discussed arrival times and last minute details with artist's road manager, call him to confirm appropriate arrangements.
3. Be sure to have hotels reserved and prepaid in the artist's name. There is often confusion at the desk so be sure that artist's name is correctly spelled out, and if possible, a confirmation number is assigned and given to the road manager.
4. Have meals or food money (per diems) arranged.

### **The day of the concert...**

1. Be sure that your crew will be there at the pre-determined time. The hall manager should have the building open and ready for set-up.
2. Brief ushers and staff on their duties at least two hours before concert time. Be sure they are aware of the fact that due to recording contracts, no tape recorders or video cameras are permitted in the hall without written approval of our record company or management. Photographs are not permitted.
3. Meet with your road manager to cover details on set-up and load-out as well as sound check, etc.
4. Have tables set up at the rear of the auditorium and several people available to help with sales of records and T-shirts, etc.
5. Have an expense record sheet completed (door sales can be added following the concert) and receipts on hand so you can settle up quickly if percentages are involved.
6. Meal(s) for artists and crew.
7. Prayer time with artists, crew and counselors usually takes place an hour or so prior to the concert. Doors usually open to the public 30 to 45 minutes before concert time.
8. Pass out mailing list cards to get the name and address of all who attended so you can send flyers to them in the future.

**After the concert...**

1. Please be sure that enough crew members are present to help artists with load- out.
2. Send thank you notes to all volunteers and counselors.
3. Pay all your bills
4. Call WC Managment to set up another concert

**Other Important Promotional Ideas**

1. Pass out flyers at other Christian concerts that are before your concert.
2. Get local business to sponsor the concert by putting their name on all advertising in exchange for cash or free hotel rooms, etc.
3. Telemarketing (calling every church) is free and very effective.