

Gig Checklist

www.HeatOnTheStreet.com



Planning Your Concert

- What is your concept? What's unique about the event?
- Name the Event
- List of potential venues (consider: location, size, costs).
- Who will be your partners / sponsors? (brands, charities, media, influencers)
- What other artists / special guests will you invite?
- What date and time? (think of your audience, and plan way in advance)
- What events are you competing with?

Budget

- How does the venue make money vs. how you make money?
- Venue fees?
- Staff / security costs.
- Production costs. i.e. PA, sound system, lights, engineer.
- Insurance costs.
- If there is a ticketing company, what percentage do they take?
- How many bands / groups will perform?
- Advertising costs.
- Printing posters and flyers.
- Cost to manufacture merchandise.

Booking The Concert

- Present venues/promoters your concept and plan.
- Decide on a venue and negotiate the terms.
- Confirm the date, time, and budget.
- After you add up all costs, determine your ticket price.

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Promote Your Concert

- Create poster / flyer / art assets (include partners logos)
- Make video trailer for YouTube and Facebook Video (include bands/partners).
- Coordinate the show announcement "On Sale" with all partners.
- Announcement - Press Release to local and regional media for show previews.
- Get listed on local/regional calendars, BandsInTown, Songkick, social media

Street Marketing

- Old fashioned flyering and hanging posters
- Online Street Team Marketing - digitalflyering
- Contests and incentives for street team

Advertising

- Facebook, YouTube, Google geo-targeted ads for show or tour markets.
- BandsInTown email campaign
- Pool resources amongst other artists to place a 1/8 or 1/4 page ad in your local weekly or monthly music paper.
- How many bands / groups will perform?

Print and Online Media

- Promote a buy tickets links on social media regularly.
- Update cover photo of FB & TW to call out the event (artwork)
- Get press list from the venue or promoter and use it.
- News placements / show previews / interviews.
- e-blasts from media and your email list.

Further Preperation

- Advance show with promoter or production manager (review logistics).
- Tell venue what you are bringing. Find out what they have available.
- Inform support acts about day of show contact, logistics, load in time, soundcheck.
- Ensure you procure or rent any extra equipment you need for the event.
- Print / manufacture merchandise.
- Prepare a freebie takeaway item (download card, postcard, w/ QR code).
- Prepare PA music or video reel content for in-between sets.
- Schedule rehearsals.
- Prepare materials for dressing up the venue, stage, or merchandise area.
- Prepare an email signup list (paper print out or iPad)
- Arrange a videographer and/or photographer for the event.
- Invite sponsors to setup a table at the event.
- Prepare your guest list and guest list for support acts and sponsors.
- Hire staff or volunteers for sound, merchandise, event staff.
- Determine who will work the door and handle money.

Booking The Concert

- Make staff aware of time schedule for the day/night.
- Dress up the stage with your name / art / backdrop
- Soundcheck - Share equipment as much as possible. Less gear, fewer problems.
- Ensure artists have refreshments, towels, and other needs are met.
- Setup merch tables / Info / Welcome table (for marketing partners & sponsors).
- E-mail list signup / paper / iPad. Offer something free in exchange for a sign-up.
- Check your guestlist one more time for accuracy.
- Sell/Pre-Order something new. New album or track coming. Take pre-orders. Leave them with a sticker that has a link to check out a free MP3 of a new track coming out. (could be included with any purchase)
- Settle the finances at the end of the event with the venue or promoter.
- Submit Soundscan Venue Sales - AtVenu App. (physical product only)
- Spend time with the fans at the merch table as well as your guests and sponsors.
- Make it a special night and give people a reason to come back next time.