*Sample Special Events Timeline*

***Concert or Performance***

**Week 30 (or earlier):**

* Select and confirm artists. Use personal contacts if possible. Send a letter describing the event and its purpose, the organization’s work and its goals, and others who are involved or who have been involved in the past.
* Confirm details with artist’s manager and/or publicist.
* Review contract(s) with appropriate (pro bono if you’re lucky) attorney.
* Identify and confirm volunteer co-chairs.
* Select a date. The artist’s availability will be the major factor. Other considerations include the venue’s availability, competing events, day of the week, and appropriateness of the season.
* Select and confirm the venue. Factors to consider are choosing a location suited to the artist’s following, union or non-union venue (affects costs), available parking and public transportation, public safety, and accessibility to people with disabilities.
* Hire technical crew and security.
* Arrange insurance.
* Make travel arrangements for artist(s).
* Hire/recruit publicity and promotions staff.
* Apply for any needed city permits (for such things as closing off a street corner, redirecting traffic, renting portable toilets and portable booths, food concessions, liquor sales, and unusual visual and sound effects — such as fireworks).

**Weeks 13–15**

* Publicity and promotion begin: Organize/develop media list, check on listing deadlines, select poster design.
* Choose method of ticket sales: Contract with ticket service or handle within your organization; contract with web sales service (unless your organization already sells things online).
* Co-chairs help with lists of contacts: invitees, donors of services, media, and volunteers.
* Hire technical staff, including stage and house managers, sound and light designers, disc jockeys, masters of ceremonies, and so on.
* Obtain hall/theater specifications from venue and stage/technical needs from artist.
* Work with technical crew to select needed equipment. If not available within venue, contract sound and lighting (and fireworks) companies.
* Recruit and organize volunteers by skills and availability.
* Design and prepare promotional materials such as buttons and T-shirts.
* Recruit and brief a knowledgeable speaker (maybe your board chair) to speak at the event.

# Weeks 10–12

* Print and distribute posters and fliers.
* Begin ticket sales.
* Distribute news releases.
* Write and distribute public service announcements to radio and TV stations.
* Plan a news conference (if you have a compelling idea that would attract attention) or smaller-scale promotion like ticket giveaways on the radio.
* Estimate needed security staff and hire security.
* Compare artist’s stage plots to hall specifications and double-check about any additional needed equipment.
* Plan event volunteer needs.

**Weeks 5–9**

* Assess volunteers’ skills and assign them to committees/tasks.
* Plan and secure needed materials for information tables, booths, and concessions.
* Make follow-up calls to the media.
* Schedule production crew meeting.

**Weeks 3–4**

* Produce news conference or other media promotion.
* Develop time schedule for the event.
* Meet with technical crews, house managers, master of ceremonies, and other key staff to review and refine time schedule.
* If you expect a large crowd, contract with and confirm medical staff.
* Arrange food for event staff day-of-show.
* Arrange food and beverages for artist’s dressing rooms.
* Arrange comp tickets and artist’s passes for guests and media.

**Weeks 1–2**

* Make follow-up calls to previously mailed news releases.
* Coordinate radio and TV interviews.
* Prepare media packets.
* Hold final walk-through with technical staff and security chief.
* Make sure guest artist(s) have provided specific instructions for setting up sound and lighting systems and confirm the venue’s and crew’s capacity to follow them.
* Prepare for sales of T-shirts, buttons, and other merchandise.
* Organize backstage passes.
* Confirm all volunteers and their roles.
* Confirm artist’s travel and accommodations.

**Day before show**

Compile event necessities, including:

* Cash boxes with change in appropriate denominations
* Receipts
* Credit card equipment and receipts
* Literature about your organization
* Merchandise to sell
* Sign-up lists and guest lists
* Backstage pass lists
* Ice chests and bottled water
* Name tags for committee members and volunteers
* Emergency numbers for police, fire, security, and medical staff
* All contact phone numbers (artist’s hotel, hosts, speakers, suppliers)
* Emergency cash
* Poster board
* Signs
* First-aid kit
* Microphones and sound system (if facility doesn’t have them)

**Day of show**

* Pick up artist at the airport or hotel.
* Send artist flowers/candy/other complimentary items.
* Greet media and distribute media packets.
* Coordinate complimentary tickets and guest passes.
* Distribute backstage passes.
* Check on technical set up of sound and lighting equipment.
* Check with stage manager and house manager to keep event on schedule.
* Check with event security staff.
* Set up and monitor sales of concessions.
* Arrange meals for staff and artists.
* Clean up.
* Count your proceeds!

**Post-show**

* Thank and recognize artist, volunteers, and crew.
* Hold a follow-up meeting with organizers to discuss what worked and what didn’t work.
* Prepare notes for your files and/or the next event coordinators.