TIMELINE

Event: ______________________ Date: ____________

4 months out

- Determine WHY you want to do a show?
- Determine HOW you will fund the performance?
- Determine WHAT type of show you want to do? (rock, country, comedy, etc.)
- READ THE PURDUE CONCERT GUIDE

3-4 months out

- Survey your committee/campus for names, ideas for artist(s)
- Obtain quote from agent/artist/speaker
- Obtain contract/contract rider from agent/artist/speaker
- Distribute copy of artist/speaker rider to Hall of Music for approval
- Reserve the venue (IN WRITING):

  - Create budget and compare show costs: is the event financially feasible?
    - TALENT costs:
    - PRODUCTION costs:
    - MARKETING costs:
    - CATERING costs:
    - STAFF/SECURITY costs:
    - VENUE costs:
    - RUNNER costs:
    - TICKETING costs:
    - MISC. costs:
    - TOTAL costs:

- What will you charge for tickets?
- Submit all necessary university paperwork (including ACTIVITY FORM)
- Assign responsibilities (who is responsible for marketing, catering, etc.?)
- Start to develop marketing/ticket distribution plan (how will you market?)

3 months out

- BOSO will submit an offer (to include the following):
  - Show time
  - Ticket pricing/seating plans
  - Merchandise (merch) rate
  - Venue restrictions (including curfew)
  - Support act ideas
  - Paperwork required from Purdue University
  - Note/request deadline information

- Once offer is accepted:
  - Notify and confirm venue and staff; release holds on other venues/dates
  - Notify box office, if applicable
  - Notify media/marketing outlets (ANNOUNCE)
  - Notify caterer
  - Follow up with paperwork from Purdue University

- Review all paperwork and create "working copy" with changes
- BOSO will sign and return contract with changes
- Acquire promotional materials from agent/show, begin marketing
- Assign contract rider sections to committees (catering, production, etc.)

2 months out

- Start filling out SHOW SHEET with pertinent information
- Confirm contracts are signed and returned
- Send updated contract/rider to venue production team
- Put venue production team in contact with artist management, etc.
- Determine specific catering needs/menu to caterer
- Determine security needs/contact security company
- Determine transportation needs/reserve vehicles/schedule runners
- Determine if artist parking requests can be accommodated (buses, trucks, etc.)
- Determine additional hospitality requirements (hotels, dressing rooms, etc.)
- Start selling tickets!
Assess/adjust marketing strategy once tickets are on sale

1 month out
- Continue filling out SHOW SHEET (ADVANCE)
  - Contact artist manager to verify load-in, meal, sound check times, etc.
  - Chat with venue production team about any concerns, issues, etc.
  - Confirm that merchandise needs are covered (if artist has merch)
  - Confirm that catering needs are covered (menus, tables, chairs, etc.)
  - Confirm security needs are covered (numbers, report times, etc.)
  - Confirm transportation needs are covered (vehicles reserved, etc.)
  - Runners MUST complete appropriate paperwork to drive vehicles
  - Confirm dressing room needs are covered (furniture, catering, etc.)
  - Determine if there will be a local pre-show announcement, etc.
- Continue marketing plan/selling tickets (adjust plan, if necessary)

1-2 weeks out
- Finalize the SHOW SHEET (FINISH THE ADVANCE)
  - Check with venue production team about any concerns, issues, etc.
  - Check with artist management re: any changes, updates in schedule, etc.
  - Re-confirm catering schedule/plans/numbers/times, etc.
  - Re-confirm security needs with security company/local police, etc.
  - Re-confirm transportation plans/runners' schedules, etc.
  - Re-confirm dressing room needs, arrange for furniture delivery, etc.
  - Re-confirm any additional hospitality requirements (hotels, etc.)
  - Determine if signage is needed at the venue (security check, strobes, etc.)
  - Put together DAY OF SHOW schedule (from SHOW SHEET information)
- Double-check the SHOW SHEET and DAY OF SHOW SCHEDULE
  - Final check with artist management
  - Shop for bus stock, dressing room hospitality, etc.
  - Pick up runner vehicles (or day of show)
  - Prepare necessary signage for venue
  - Set up dressing rooms once furniture is delivered, etc. (if possible)
  - Create backstage passes if artist mgmt. does not travel with them
  - Designated individual to pick up the artist/speaker check for payment

1-2 days out
- Work from the SHOW SHEET and DAY OF SHOW SCHEDULE
  - Arrive at venue before load-in (artist arrives)
  - Make sure caterers arrive on time and know where to set up
  - Make sure all vehicles/runners are available (per schedule)
  - Finalize dressing room set up (including catering, etc.)
  - Make sure artist parking needs are handled (by venue staff, etc.)
  - Make sure meals are ready/served on time
  - Make sure security arrives on time and knows where to situate
  - When artist management arrives, make sure dressing rooms are approved
  - Make sure merchandise people know where to set up
  - Introduce HOUSE STAFF to artist management
  - Make sure any supporting acts (not w/artist) arrive on time
  - Hang proper signage at least several hours before venue doors open
  - Watch that sound check begins on time
  - Make sure bus stock gets put on buses
  - Order/schedule after-show food (if requested) - who will pick up and what time?
  - Adapt to last minute changes/modifications
  - Answer questions or find someone who can answer specifics
  - Stay at venue until load-out is complete