

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.)

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 venue production team
- 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 (incl. EPF) to SAO, BOSO and others
- Assign responsibilities (who is responsible for marketing, catering, etc.?)
- Start to develop marketing/ticket distribution plan (how will you market?)

3 months out

- Make offer (include the following in your offer):
 - 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
 - Notify box office, if applicable
 - Notify media/marketing outlets (**ANNOUNCE**)
 - Notify caterer
 - Follow up with paperwork from Purdue University

2 months out

- Review all paperwork and create "working copy" with changes
- Sign and return contract with changes
- Acquire promotional materials from agent/show, begin marketing
- Assign contract rider sections to committees (catering, production, etc.)
- 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)
- 1-2 days out**
 - 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
- DAY OF SHOW**
 - 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
 - Enjoy the show!
 - Stay at venue until load-out is complete

Additional Notes:
