



\_\_\_\_\_ Sit down with PR to make marketing plans

**Pre-planning (3 weeks prior)**

- \_\_\_\_\_ Agent/entertainer contacted, details reviewed
- \_\_\_\_\_ Hotel and travel arrangements made/scheduled
  - Hotel Confirmation # \_\_\_\_\_
  - \*who is picking up from airport
  - \*who is picking up from hotel
  - \*who is taking back to airport
- \_\_\_\_\_ Technical rider reviewed for any special needs
- \_\_\_\_\_ Schedule board members for promotion of event
- \_\_\_\_\_ Request for advertisement on electronic signboards
- \_\_\_\_\_ Schedule dressing room/hospitality area for entertainer
- \_\_\_\_\_ Reserve van or car for transportation
- \_\_\_\_\_ Food ordered or decided
- \_\_\_\_\_ Review marketing plans

**Follow-up (2 weeks prior)**

- \_\_\_\_\_ Check to see if promotions are posted/running
- \_\_\_\_\_ Confirm travel arrangements with entertainer/agent
  - Arrival: airline \_\_\_\_\_, flight# \_\_\_\_\_, date/time \_\_\_\_\_
  - Departure: airline \_\_\_\_\_, flight# \_\_\_\_\_, date/time \_\_\_\_\_
- \_\_\_\_\_ Confirm equipment arrangements
- \_\_\_\_\_ Decorations finalized and/or purchased
- \_\_\_\_\_ Review plans for promoting event
- \_\_\_\_\_ Giveaways or prizes purchased
- \_\_\_\_\_ Handouts made and candy/surprise ready to attach
- \_\_\_\_\_ Posters out
- \_\_\_\_\_ Schedule people to work for day of event
  - \*set up
  - \*balloons
  - \*today signs
  - \*banners as needed
  - \*take down
  - \*host entertainer
  - \*food servers

\*drivers  
\*introduce event  
\*additional needs \_\_\_\_\_

\_\_\_\_\_ Finalize food orders and payment  
\_\_\_\_\_ Call hotel confirm accommodations  
\_\_\_\_\_ If you will need radios, order now  
\_\_\_\_\_ If you need to have sprinkler systems off, make arrangements  
now  
\_\_\_\_\_ Send out all invitations  
\_\_\_\_\_ Any last minute Fix It(s) sent  
\_\_\_\_\_ Follow up on contract and get paperwork (pink) to Barb

**Follow-up (1 week prior)**

\_\_\_\_\_ Check travel, hotel and airline arrival schedule  
\_\_\_\_\_ Contact entertainment/agent for changes or needs  
\_\_\_\_\_ Make parking arrangements (validations?)  
\_\_\_\_\_ Post day of event schedule for all board members to see  
\_\_\_\_\_ Confirm all food needs  
\_\_\_\_\_ Make day of event "TODAY" signs  
\_\_\_\_\_ Check on all equipment; is it scheduled  
    \*charcoal and lighter fluid  
    \*ice chests  
    \*decorations  
    \*sound system  
    \*other \_\_\_\_\_

\_\_\_\_\_ finalize equipment needs  
    \*risers  
    \*garbage cans  
    \*tables and chairs  
    \*other \_\_\_\_\_

\_\_\_\_\_ Finalize sound and light needs  
\_\_\_\_\_ Schedule cash box needs  
\_\_\_\_\_ Check with Barb about payment  
\_\_\_\_\_ Review tech rider for any additional needs  
\_\_\_\_\_ SLCCSA Nimlock reserved for the day of event  
\_\_\_\_\_ Get "Thank you" card(s) and/or gift ready

## Day of Event

- \_\_\_\_\_ Help sound/lights tech set up or bring out sound system
- \_\_\_\_\_ Load in help for entertainer(s)
- \_\_\_\_\_ Put up "TODAY" signs
- \_\_\_\_\_ Blow up balloons
- \_\_\_\_\_ Pass out radios
- \_\_\_\_\_ Check equipment set up and arrange tables and chairs
- \_\_\_\_\_ Confirm area/room is set up to technical specifications
- \_\_\_\_\_ Set up dressing/hospitality room (can do day before)
- \_\_\_\_\_ Pick up any rentals (can do day before)
- \_\_\_\_\_ Pick up entertainer
- \_\_\_\_\_ Settle entertainer in dressing/hospitality room
- \_\_\_\_\_ Pick up any payments
- \_\_\_\_\_ Set up any equipment
- \_\_\_\_\_ Pick up food
- \_\_\_\_\_ Designate runner needs (can be done prior)

## After Event

- \_\_\_\_\_ Take entertainer back to dressing/hospitality room
- \_\_\_\_\_ Clean up, throw away all garbage and trash from area
- \_\_\_\_\_ Take down all equipment and put away
- \_\_\_\_\_ Give cash box back, count money and make deposit
- \_\_\_\_\_ Bring in all equipment and put in proper place
- \_\_\_\_\_ Transport entertainer to their next location
- \_\_\_\_\_ Clean up dressing/hospitality room
- \_\_\_\_\_ Complete program evaluation form
- \_\_\_\_\_ Send "Thank you" notes
- \_\_\_\_\_ Check with entertainer/agent about event
- \_\_\_\_\_ Complete file and turn in

## **Congratulations**

**You have just completed a great event!!!**

**Take the next day off!!!**