

# Artist Showcase Event Plan



## Artist Management Online

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# Event Plan

- Showcases
- Meet and greet
- Part of an existing date or special event.
- Written plan and details will help cover all the bases.
- Creating plan online allows collaboration and group review and comments.

# Written Plan Details

- Time, date place
- Purpose and expected outcome
- Contact info for all planners in detail
- Job descriptions/areas of responsibility

# Written Plan Details

- Special requirements:
  - Food
  - Production
  - Beverage
  - Decorations
  - Personnel
  - Room set-up

# Plan Details

- Contact info for all services;
  - Catering
  - Sound/lights
  - Decorations

# Plan Details

- Transportation details
- Detailed budget
- Event planning details can be intense.
- 6-8 weeks of preparation

# Showcase Event Plan

- Schedule the artist time
- Check the industry calendar for conflicting events
- Select time of day to accommodate industry.

# Showcase Event Plan

- One hour showcase:
  - 20-30 minutes for guests to arrive
  - 20 minute performance
  - 10 minute work the room



# Venue

- Convenient to guests
- Easy parking or valet
- Proper size room to appear full
- Load-in & out time and schedule

# Venue

- What are you getting with the rental
- Ala carte venue expenses
- Media limitations?
- Photography?

# Invites

- Mail or email?
- 3 weeks out
- 2 weeks out resend to no responders
- One week out reminder
- Details of the showcase with great images

# Invites

- Who will proof the text?
- How will confirmation be handled?
- Who is on guest list?
- Should you buy a list?
- Does manager have capability to send email thru service?
- Follow-up calls?

# Food and Beverage

- Open bar?
- Limited drink choices?
- Drink tickets per patron?
- Plan for your budget

# Food and Beverage

- Be prepared to negotiate with the bar.
- Food is not required depending on time of day and length of event.

# The Performance

- Stage set-up and production
- Sound and lights
- Extra players
- Set list

# The Performance

- Talking, set pace, etc.
- Cartage
- Load-in, out, set-up times
- Budget and



# Promotion

- Patrons leave with media kit
- Banner for band name
- Publicist:
  - List of invitees
  - Media
  - photographer

# Budget

## 100 attendees

- \$1,200 beverages
- \$1,000 food
- \$3,750 Venue sound and lights
- \$150 banner

# Budget

## 100 attendees

- \$1,200 musicians
- \$500 press kits
- \$3,500 publicists
- \$450 cartage
- \$11,750 total

# Funding the Showcase

- Savings
- Friends/family
- Crowd funding
- Loans
- Sponsor

- Planning software can aid the team and provide a competitive advantage.