HOW TO PROMOTE A SUCCESSFUL CONCERT

Ticketed or non-ticketed

A concert will be blessed, fun and rewarding if done the right way. You may need to organize a committee of church and community leaders to support you in organizing the event. If you follow these guidelines with passion, perseverance and excitement, God will do great things through this event!

**WORD OF MOUTH:** This is the most important thing you can do and it should be started immediately upon confirming the concert date. Start getting announcements made in local churches and not just your own.

**INITIAL CALLS:** Get on the phone and call as many churches as you can within 50 miles of the event and ask them to put the concert on their calendars. Usually a team of 4-5 people can be given a list of churches and assigned the task of contacting them. Ask if you can send posters to put up in the church and advertise the concert. This is really effective and gets an air of excitement going right away. These calls need to be made in a very professional manner and when messages are left, follow through until contact has actually been made with the worship pastor, lead pastor and other staff leaders. Call them, encourage them and mail them throughout the promotion campaign for the concert.

**WEB BASED MARKETING:** This is free marketing….take advantage of it! Twitter, Facebook and MySpace are excellent marketing tools. Setting up a Facebook event page is a great idea and it is also free. You can also set up a Facebook ad campaign that will reach out to Facebook users in your geographical area, and can even target people by their interests. This ad can be set up to target people who like Christian music, Christian Concerts, this artist, etc.

Most churches today and worship pastors as well, have email lists for their congregations and an email list of names that have attended other concerts or events from the surrounding area. If you could convince each of the churches you contact to send an email blast to their lists, it could be a terrific and inexpensive way to reach potential attendees.

**PRINT:** Have all your posters and flyers printed including a picture of the artist. You can find master poster design at [www.rsimusicgroup.com/promote/](http://www.rsimusicgroup.com/promote/). You may also use any of the pictures to download and personalize your own poster and flyers. Send them to all the churches you have already called.

You will need a flyer or postcard to send to a mailing list of members and previous concert attendees. The churches already contacted should also be called to see if they will distribute the postcards to their mailing lists.

If you wait until the last few days to attempt bombarding the market with advertising it will be too late. You must give your audience plenty of advance notice as people plan their “free time” well in advance.

**12 WEEKS PRIOR TO CONCERT:**

**Direct Mail:** If time allows, make arrangements to do a direct mail campaign. Try to mail to as many churches as possible in order to saturate your market. The more you can do the better. Should you not have a substantial list for your market, there are some lists available for purchase [www.churchladies.com](http://www.churchladies.com) and [www.americanchurchlists.com](http://www.americanchurchlists.com). These two companies also offer direct mail services for an additional fee. Googling churches in your area can also be done and it is free but time consuming. NOTE, the list you create could be very helpful for future events.

Mailings should be received about six weeks prior to the concert. To get your best postal rate you may use your church non-profit permit for bulk mailing but remember that this can take two to three weeks for delivery.

**Ticket sales:** If this is a ticketed event set up ticket outlets at local bookstores and churches. List them in your promotional materials and inform all outlets that you will pick up the receipts and excess tickets no later than the day before the concert. Inform all sellers of tickets that even if they sell out their allotted numbers under no circumstance should they tell their customers the concert is sold out unless you inform them to do so.

Have your tickets printed. The cost of this will usually be absorbed by a local business in exchange for using their logo on the back. You might even work a deal where the business allows the ticket stub to be used as a discount coupon for their customers.

**RADIO:** Contact local radio stations about rates and ask for special promotion prices. Explore all public service announcements options with both radio and TV stations. Find out what other concerts and events they may be involved with in your area. On air interviews at no charge with the artist most times is a great option and those are almost always free, and in most cases are aired multiple times.

8-10 weeks prior to the concert make sure all promotional materials and tickets are to the ticket outlets. Be sure to get receipts and a carefully logged ticket manifest so proper accounting can be made when you collect the proceeds from their sales. If you give them 100 tickets record the beginning and ending number on the tickets and have the store sign an affidavit that states such.

**6 WEEKS PRIOR TO THE CONCERT:**

Make sure the crew to help with the concert is in place (load in, ushers, ticket takers, load out). Read the rider in the contract for details of what is needed and make sure all is covered.

Send announcements to all free publications (activities calendars, church bulletins, newspapers, radio, TV, cable shows, schools, churches).

**4 WEEKS PRIOR TO CONCERT:**

Start Christian radio advertising. Buy as many spots as possible and it is most effective to run Monday-Friday. Tickets should be offered free to station employees and offered for giveaways, which will usually secure additional “free” advertising.

Artist on air interviews should be scheduled but times must be mutually convenient.

Make sure that counselors and materials are available for those attendees who will make a decision for Christ.

**3 WEEKS PRIOR TO CONCERT:**

Send press releases to the religion and entertainment editors of all local newspapers. Keep them short and to the point with a name and number to call for more information.

Check tickets every three days and redistribute if necessary. No outlet should be allowed to run out of tickets if other outlets have them.

**WEEK OF CONCERT:**

Make sure all tickets and ticket money is picked up from ticket outlets no later than day before concert. This will allow ample time for accounting of all receipts. Group rates should not be applicable at the door and no unpaid tickets should be held. There will be people who have no issue with asking you to hold tickets and then not show up to pay for them or attend the concert.

Make sure artist arrival time and all details are understood and covered.

If food is a part of the contract make sure that the meals have been arranged and are in accordance with the contract.

**DAY OF CONCERT:**

Make sure crews will be there at the appointed time. Building should be open and ready for set up BEFORE artist and crew arrives.

Make sure ushers and staff are fully aware of duties and are on time.

Make sure details of set up and load out are clear.

Have merchandise tables set up prior to artist arrival and that volunteers to work the tables will arrive on time.

Pass out mailing list cards so those who attend can be sent flyers in the future.

**AFTER THE CONCERT:**

Be sure that load out crew is adequate and ready to help with load out of equipment and merchandise.

Send thank you notes/emails to volunteers and counselors.