

CONCERT ORGINIZER 101

S.T.A.R.S. PRODUCTIONS CONCERT ORGINIZER

ARTIST: _____
OPENING ACT: _____
TICKET PRICE: _____ DATE: _____
GROSS POTENTIAL: _____ TIME: _____
FACILITY: _____ CAP.: _____

The following items can be handled on or before the time suggested on this schedule. In many cases, shorter deadlines also are equally realistic.

40-60 Days Before Show

- Select your date. Whenever possible, choose alternate dates (especially weekdays) to increase your chances of securing the act.
- Reserve facility for all selected dates. Facilities must be completely available on the day of the show.
- If required have the show approved by school administration. Secure any necessary permits.
- Call S.T.A.R.S. Productions to find out artist availability and fees. Determine now if you can meet the artist's technical rider demands (stage size, power requirements, ect.).
- Select artist's in order of preference. Always have back-up choices in case your initial bid is not accepted.
- Reconfirm your concert negotiations with school administrations (if required).
- Make a firm offer to S.T.A.R.S. Productions.

30-35 Days before Show

- Plan your ad campaign.
- Get confirmation on artist appearance.
- Arrange ticket printing and distribution.
- Select and organize staff (stage hands, ushers, ticket takers, hospitality crew, ect.).
- Order security (private and local police, fire dept.).

25 Days before Show

- Place all advertising and begin promo campaigns (press releases, posters, ect.).
- Place tickets in all outlets.
- Deal with technical rider. Be sure to take advantage of S.T.A.R.S. Productions technical services.
- You should have received contracts by now. Have them signed and returned.
- If you plan to use t-shirts, order them now, S.T.A.R.S. Productions will provide backstage passes.

15 Days before Show

- Check on ticket sales, and adjust advertising if necessary.
- Select people to organize dressing rooms. Attention to detail is important here – e.g. towels, fresh coffee, ice, trashcan liners, tablecloths, ect.

10 Days before Show

- Double check – facility and all technical requirements. Is everything set for opening act?

3 Days before Show

- Hold organizational meeting. Give the entire staff a written plan of where and when they should be available.
- Double check electrician's arrival time.

Day of Show

- Brief staff and distribute I.D. material.
- Close ticket outlets, collect cash, and prepare box office for evening rush. Be sure to have change.
- Make sure the set up is going on schedule.

Night of Show

- Enjoy yourself because you have planned a successful show.
- Be certain all necessary personnel are on duty until their appointed times.
- Is a clean-up crew required by school officials?
- Thank you to those deserving.

Concert Expense Analyzer

TALENT COST
SOUND / LIGHTS
SPOTLIGHTS
KEYBOARDS / AMP RENTAL
CHAIR RENTAL
FLOOR COVERING
POWER CABLE
ELECTRICIAN
GENERATOR
STAGE RENTAL
STAGE MANAGER & CREW
FACILITY RENTAL
INSURANCE
BOX OFFICE FEE
LICENSE FEE
TICKET PRINTING
TICKET TAKERS
PRODUCTIONS FEE
COSTODIAL FEE
RADIO ADS
PRINT ADS
POSTER COSTS
SECURITY – PRIVATE
SECURITY – LOCAL
COPYRIGHT FEE
T-SHIRT EXPENSE
CREW FOOD & BEVERAGES
BAND FOOD & BEVERAGES
TRANSPORTATION
MISCELLANEOUS
TOTAL EXPENSES
GROSS POTENTIAL
BREAK EVEN POINT
PROFIT / LOSS MARGIN