

Putting on a Concert Event

Thank you for agreeing to host Robin at your venue. We trust that all your expectations for the time together will be met and we pray God's blessings on you and your team.

This short document has been prepared to help you in your organisation and preparation for the event. It is designed to be simple and informative. If you are experienced in hosting similar events then most of what this contains will be fairly irrelevant and obvious. You will also probably know much better than us what your local area is like and the potential response from Churches and the public. But if this is all new to you, then we hope this will be a great help as you prepare.

So here goes!

1. Sell Tickets!

Unless the event is a church service or specifically part of a larger festival or conference or you feel it's inappropriate, it is best to have at least some sort of entrance charge with tickets that can be **pre-sold** for the event.

Making it a "pay at the door," or a free will offering is great, but of all the folks who promise to come, or say they'll be there, you'll find a large percentage probably won't turn up! Even "free" ticketed events have problems since people love to get a free ticket, but then exercise the option not to use it (it has no intrinsic value). So, unless you're really sure or it's in your heart to bless people irrespective of who shows up, print tickets for the capacity and pre-sell them. Even just \$5 or less per person will give you an income of \$1000 if 200 show up! A low entrance fee also allows you to have an offering for a charitable cause close to your heart if you like, or it makes it possible for folks buy tickets for those who would otherwise not be able to afford them.

So it's never a matter of "making money", it's all about giving an event a value and giving those that will attend a sense of coming to something that has an intrinsic worth.

However, the best ticket price, if all this is new to you, is around \$10 per person. In a 500 seat venue, for example, this will give you \$5000 to work with and cover the vast majority of all of your costs.

As far as Robin's other events in the US and Canada have gone, the maximum ticket price, usually with some other support band or artist, is around \$20 to \$25.

2. Publicity

This is a difficult one. Where Robin comes from, in Ireland, there is only one Christian Radio station, UCB (United Christian Broadcasters). They are fantastic at promoting his events, but would not be the main promotional facility. We know that in the US the local Christian Radio station is often the best means of promotion and if you can involve them this is probably the best option. In Ireland his last concert of 8500 people was mainly promoted through the web, other churches, articles in the press and on the "Ticketmaster" website, which is the main industry ticket selling vehicle for venues. Believe it or not a whole generation log on to their local Ticketmaster site to see what's happening! Here are some other thoughts.

Local Churches - Don't just send a flyer out (see later), go and talk to your friends and pastoral staff there and see if they will announce the event in their bulletins and possibly from the pulpit/ platform!

Posters and Flyers - Along with this information you will receive a mock up poster for your use as a flyer or main poster. Print it out at whatever size is appropriate and get it posted on bulletin boards and notice boards in other churches, shops, businesses and, where approved and permitted, schools and public buildings.

Your local Christian Book Store - This is where people who don't know you or your church will visit. If there's a prominent poster site and information there, you will sell tickets.

The Local Press - Local newspapers or advertiser type free-sheets are often good places to put an ad. Be careful, though, as press costs can be very high and you need to be sure of your readership. A small cheap ad will be overlooked, but an expensive large ad may not be worth it in impact. Sometimes the press will be happy to feature an article from you just to fill up space! These cost nothing but a little charm and communication.

The Local Christian Radio - These guys love to assist in local and regional events. Make contact with them in person, (don't just send a note – give them a call), and see what they can do. They may even be happy to sponsor the event.

The Web - Robin's website will feature your event and the location / contact person very shortly. We can't sell tickets for you and as there are so many venues links may be difficult to maintain. So make sure you have a clear and obvious information / sales place on your site for people to find when they log on.

Word of mouth! - The more people talk about an event, the more they'll want to be there. Make sure your "team" share the plans as much as possible with their friends and acquaintances.

3. Nearly There.

It's always good to have an **event co-ordinator** or manager for any specific event. They can keep the ball rolling and make sure that all the avenues for promoting, advertising and selling tickets have been addressed. They can also build relationships that will stay on long after this particular event is over. And where there is unity, God commands a blessing!!

As you get close to the event make sure the following items are in place:-

Make sure the **PA equipment** is sufficient. Robin will send details of band members and necessary PA nearer the date when everyone's travel arrangements have been finalised. Remember as he is from overseas he will not have a PA system or heavier equipment. As a bottom line if he's coming with a band you should have available, a midi-able keyboard, a drum kit, a bass amp, sufficient channels to a desk with around 24 as a good minimum, linked and appropriate amps and speakers, (try not to mix and match without expert input) four DI boxes, around 8 microphones and all the leads. If he's on his own, you'll need a vocal mic, a DI box for his guitar and what any in house band require. That little itinerary should cover almost everything. Be very careful if you decide to hire in a PA system. This can be extremely expensive and affect your overall budget. In our experience this cost is often much greater than the artist fee/ honorarium! Make sure you get a clear indication of price before you agree and build it into your expenses budget.

Lighting can be expensive to install, but it's really nice to have the platform lit and the congregation/ crowd/ audience in slightly dimmed or subdued light. It makes strangers feel more comfortable and able to join in worship. So, even a simple set of lights is a good investment. If you have a projection system, he will provide words to songs for your use either by email or as a CD copy..

Make sure there's **a room** for Robin and the team to relax and prepare at the venue and where the organisers/ pastoral staff can meet for prayer beforehand. Some water, soft drink and snacks are good in the run up to the start time.

Make sure Robin has a **schedule** sent to him, nice and clear, of where he needs to be and when. And have someone on hand as a "runner" to make sure that Robin is where he should be and doesn't get lost! Robin will be in touch to get directions and other details as soon as possible before the event.

He will try and make sure the **expenses** side of the costs are known by you at the earliest point so that these can be factored in.

We trust these points are useful to you and will help smooth the way to a great event. Robin is keen to serve you in whatever way you wish, so please feel free to plan and use him as you feel God's direction.

God Bless!