

WORKING MUSICIANS ALLIANCE

EPK Preparation Checklist

ARTIST / PROJECT INFORMATION

Artist / Band Name:

Genre / Style:

Primary Contact:

Email Address:

Phone Number:

Website:

CORE EPK MATERIALS

- Artist biography completed
- Short biography version prepared
- Long biography version prepared
- High-resolution promotional photos included
- Recent live performance photos included
- Official logo files included

- Streaming links included
- Downloadable music links included
- Live performance video links included
- Social media links verified
- Contact information clearly visible
- Booking contact included
- Press contact included if applicable
- Technical requirements available if needed
- Hospitality requirements available if needed

PROMOTIONAL PHOTO CHECKLIST

- High-resolution images available
- Vertical promotional images available
- Horizontal promotional images available
- Group photos updated
- Solo artist photos updated
- Dark / low-quality photos removed
- Old lineup photos removed
- Consistent branding / aesthetic maintained
- Images suitable for print use
- Images suitable for web use

LIVE PERFORMANCE MEDIA

- Live performance footage available

- Crowd interaction footage available
- Audio quality reviewed
- Video quality reviewed
- Recent performance clips included
- Performance links tested
- Private links removed if necessary
- Promotional reels updated

VENUE PROMOTIONAL ASSETS

Many venues and theaters maintain:

- poster walls
- lobby displays
- hallway frames
- ticket office displays
- digital signage
- website event calendars

Providing properly formatted promotional materials early helps venues market events more effectively.

REQUIRED PROMOTIONAL FORMATS

- 1080x1080 square social graphic prepared
- 1080x1920 vertical story graphic prepared
- 8.5x11 printable flyer prepared
- 11x17 venue poster prepared
- 24x36 large-format theater poster prepared

- Web banner graphics available
- Transparent PNG logo available
- Artist name/logo isolated cleanly
- Venue branding space left available if needed
- Ticket link included where appropriate
- Event date verified on all graphics
- Venue name verified on all graphics
- Support acts listed correctly
- Spelling reviewed carefully
- Exported print-ready versions prepared
- Exported web-ready versions prepared

WEBSITE & SOCIAL MEDIA REVIEW

- Website links functioning properly
- Social media accounts active
- Broken links removed
- Recent activity visible online
- Outdated tour dates removed
- Streaming profiles updated
- Contact forms functioning properly
- EPK download links tested

PRESS & MEDIA MATERIALS

- Press quotes included if applicable

- Previous media coverage organized
- Recent achievements updated
- Festival appearances listed
- Notable support performances listed
- Press photos downloadable
- Media contact information included

FILE ORGANIZATION & DELIVERY

- Google Drive folder organized
- Dropbox / downloadable folder organized
- File names labeled clearly
- High-resolution files separated from web files
- PDF version exported
- Mobile-friendly viewing tested
- Desktop viewing tested
- Download permissions verified
- Sharing links tested before sending

FINAL EPK REVIEW

- Would a venue understand the project quickly?
- Are all important links functioning?
- Is contact information easy to find?
- Are promotional materials usable immediately?
- Does the EPK feel organized and current?

- Would a promoter easily find what they need?
- Are outdated materials removed?
- Is the presentation professional without feeling overloaded?

ADDITIONAL NOTES

FINAL NOTE

A strong EPK is not about overwhelming people with information.

Its purpose is to help venues, promoters, media contacts, and industry professionals quickly understand the project, access usable promotional materials, review performance content, and communicate with the artist efficiently.

Well-organized EPK materials often make booking, promotion, and media coordination significantly easier for everyone involved.