

# WORKING MUSICIANS ALLIANCE

## Local Promoter Event Checklist

### EVENT INFORMATION

**Event Name:**

**Venue Name:**

**Event Date:**

**City / State:**

**Promoter / Organizer Name:**

**Primary Contact Information:**

### LINEUP INFORMATION

Artist / Band	Contact Person	Phone / Email	Set Length	Confirmed?
_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No

# VENUE COORDINATION

- Event date confirmed
- Venue contract confirmed
- Ticketing active
- Event listed on venue calendar
- Venue social promotion scheduled
- Lobby posters displayed
- Venue website updated
- Box office informed
- Curfew confirmed
- Capacity confirmed
- Parking information confirmed
- Security staffing confirmed
- FOH engineer confirmed
- Lighting support confirmed if applicable
- WiFi / backstage access confirmed

## **Additional Venue Notes:**

# PROMOTIONAL MATERIALS

- 1080x1080 social graphic received
- 1080x1920 story graphic received

- 8.5x11 flyer received
- 11x17 poster received
- 24x36 poster received if applicable
- Artist logos organized
- Promotional photos organized
- Ticket links verified
- Event dates proofread carefully
- Support acts listed correctly
- Print-ready files prepared
- Venue branding included if necessary

## **LOCAL PROMOTION**

- Event announcement posted
- Countdown reminders scheduled
- Support acts reposting event
- Local media contacted
- Email newsletter scheduled
- Community groups notified
- Posters distributed locally
- Local businesses contacted if appropriate
- Paid ads launched if applicable
- Venue reposts confirmed
- Ticket reminders scheduled
- Day-of-show reminders scheduled

**Additional Promotion Notes:**

# SUPPORT ACT COORDINATION

- Support acts confirmed
- Set times distributed
- Load-in times distributed
- Promotional expectations communicated
- Ticket links provided
- Venue details shared
- Parking instructions shared
- Hospitality expectations shared
- Stage plot / input needs requested
- Merch policies communicated

**Additional Support Notes:**

# DAY-OF-SHOW OPERATIONS

Activity	Time
Venue Access	_____ —
Artist Load-In	_____ —
Soundcheck	_____ —

Doors Open	_____
	-
First Act Start	_____
	-
Headliner Start	_____
	-
Curfew	_____
	-
Settlement Time	_____
	-
Load-Out	_____
	-

## HOSPITALITY & BACKSTAGE

- Hospitality confirmed
- Drink tickets prepared
- Water available backstage
- Green room prepared
- Buyouts prepared if applicable
- Towels / basic supplies available
- Guest list procedure confirmed
- Credentials / wristbands prepared

### **Additional Hospitality Notes:**

## MERCHANDISE COORDINATION

- Merch area confirmed
- Table available
- Lighting available

- Power access available
- Merch percentages communicated
- Settlement procedure confirmed
- Merch seller credentials arranged

**Additional Merch Notes:**

## **SETTLEMENT PREPARATION**

- Settlement contact assigned
- Ticket counts accessible
- Settlement sheets prepared
- Artist guarantees confirmed
- Door percentages confirmed
- Payment methods confirmed
- Merchandise percentages confirmed
- Buyout agreements confirmed
- Payment envelopes prepared if necessary

**Additional Settlement Notes:**

## **MEDIA & CONTENT**

- Photographer confirmed
- Videographer confirmed

- Venue content captured
- Artist tags organized
- Audience interaction content captured
- Post-show recap content planned
- Venue thank-you posts prepared

## **FINAL EVENT REVIEW**

- Venue fully informed
- Artists fully informed
- Promotion active consistently
- Day-of-show schedule distributed
- Settlement process organized
- Support acts engaged
- Ticket links functioning
- Promotional assets delivered properly
- Emergency contacts accessible
- Operational problems minimized before doors

## **ADDITIONAL NOTES**

## **FINAL NOTE**

Successful local events are usually the result of preparation, communication, organization, and repeated coordination between venues, artists, promoters, support acts, and production personnel.

The purpose of this checklist is to help local promoters and independent organizers reduce preventable operational problems, improve communication clarity, strengthen promotional coordination, and support smoother live event execution from announcement through settlement.