

WORKING MUSICIANS ALLIANCE

Show Poster Preparation Checklist

EVENT INFORMATION

Artist / Band / Project Name:

Event Name:

Venue Name:

Event Date:

City / State:

Ticket Link:

Designer / Artwork Contact:

REQUIRED EVENT INFORMATION

- Artist / headliner name clearly visible
- Support acts listed correctly
- Event date clearly visible
- Venue name clearly visible

- City / location visible
- Ticket information included
- Website / ticket link included if appropriate
- Doors / show times included if necessary
- Age restrictions included if required
- Sponsor / promoter information included if required
- Venue logos included if requested
- Event spelling reviewed carefully
- Support act spelling verified
- Date accuracy verified

PROMOTIONAL FORMAT PREPARATION

DIGITAL FORMATS

- 1080x1080 square social media graphic prepared
- 1080x1920 vertical story graphic prepared
- Facebook event banner prepared
- Website banner prepared
- Mobile-friendly version tested
- Thumbnail readability tested
- Ticket platform graphic prepared if necessary

PRINT FORMATS

- 8.5x11 flyer prepared

- 11x17 poster prepared
- 24x36 theater / lobby poster prepared
- Print bleed margins included
- Print-safe margins checked
- High-resolution exports prepared
- Print colors reviewed
- Black & white readability reviewed if necessary
- Venue-ready PDF exports prepared

DESIGN & READABILITY REVIEW

- Main artist name readable immediately
- Event date readable immediately
- Venue name readable immediately
- Text contrast strong enough
- Typography readable from distance
- Important details not buried visually
- Layout remains readable on mobile devices
- Excessive clutter removed
- Visual hierarchy clear
- Branding consistent with artist identity
- Support act placement organized clearly
- Logos not overpowering main information

VENUE & PROMOTER REQUIREMENTS

- Venue branding space available if needed
- Sponsor placement area available if needed
- Promoter logos included if required
- Venue poster specifications confirmed
- Venue digital screen requirements confirmed
- Ticketing platform requirements confirmed
- File delivery deadlines confirmed
- Poster distribution timeline confirmed

FILE ORGANIZATION & DELIVERY

- Web-ready files exported
- Print-ready files exported
- Transparent PNG logo available
- Editable source files backed up
- Google Drive / Dropbox folder organized
- File names labeled clearly
- Download permissions tested
- Venue delivery completed
- Promoter delivery completed
- Support acts received promotional materials

LOCAL PROMOTIONAL DISTRIBUTION

- Venue poster walls supplied
- Lobby display posters delivered

- Ticket office displays supplied
- Local flyer distribution planned
- Record stores contacted if appropriate
- Coffee shops / community boards considered
- Campus posting locations identified if appropriate
- Street team coordination discussed if applicable

MOBILE & SOCIAL MEDIA REVIEW

- Story graphics readable quickly
- Small-screen readability tested
- Important text visible without zooming
- Event date visible immediately
- Venue name visible immediately
- Ticket links functioning properly
- Artist tags verified
- Venue tags verified
- Support act tags verified

FINAL REVIEW

- Would someone understand this event within seconds?
- Is the most important information immediately visible?
- Are print versions high enough quality for large displays?
- Are social media versions optimized properly?
- Are venue promotional needs fully supported?

- Are all event details accurate?
- Are files organized professionally?
- Does the artwork remain functional as communication — not just decoration?

ADDITIONAL NOTES

FINAL NOTE

Show flyers and posters function as communication tools as much as visual artwork.

The purpose of this checklist is to help artists, promoters, venues, and designers prepare promotional materials that remain readable, professionally organized, operationally useful, and adaptable across digital platforms, venue displays, ticketing systems, social media environments, and physical promotional spaces.