

# WORKING MUSICIANS ALLIANCE

## Tour Announcement Planning Calendar

### TOUR INFORMATION

**Artist / Band / Project Name:**

**Tour Name:**

**Tour Start Date:**

**Tour End Date:**

**Tour Manager / Primary Contact:**

**Website / Social Media:**

### TOUR ROUTING OVERVIEW

Date	City	Venue	Support Acts	Ticket Link Ready?
_____ -	_____ -	_____ -	_____ -	<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

_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
-	-	-	-	
_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
-	-	-	-	

## PRE-ANNOUNCEMENT PREPARATION

Before public announcement, artists should confirm that promotional materials and venue information are fully prepared.

- Tour dates confirmed
- Venue approvals received
- Ticket links active
- Support acts confirmed
- Routing graphic completed
- Square social graphics prepared
- Vertical story graphics prepared
- 8.5x11 printable flyers prepared
- 11x17 venue posters prepared
- 24x36 theater posters prepared if needed
- Venue logos verified
- Artist logos verified
- Event dates proofread carefully
- City names verified
- Website updated
- EPK updated
- Press photos prepared
- Venue promotional assets delivered

# MASTER ANNOUNCEMENT SCHEDULE

Promotional Activity	Planned Date	Completed ?
Initial Tour Announcement	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Ticket On-Sale Announcement	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Venue Event Pages Published	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Support Acts Announced	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Email Newsletter Sent	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Press Release Distributed	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Tour Poster Released	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Paid Advertising Begins	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Local Promotion Begins	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
Final Week Reminder Campaign	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No

# LOCAL CITY PROMOTION TRACKER

Each market often benefits from its own targeted promotion schedule.

City	Venue Reposted?	Local Media Contacted?	Support Acts Promoting?	Posters Delivered?
_____	<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
_____	<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
_____	<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
_____	<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
_____	<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

# CONTENT ROLLOUT IDEAS

- Rehearsal clips

- Tour routing reveal
- Venue spotlight posts
- Support act spotlight posts
- Gear preparation content
- Behind-the-scenes rehearsal footage
- Poster printing content
- Travel preparation content
- Countdown posts
- Ticket reminder posts
- Soundcheck footage
- Day-of-show reminders
- Fan reposts / audience engagement
- Local collaborator tagging
- Post-show recap content

## **FINAL WEEK PROMOTION CHECKLIST**

- Venue repost confirmed
- Ticket links active
- Final reminder posts scheduled
- Support acts reposting event
- Email reminders sent
- Story graphics posted
- Local ads running if applicable
- Event pages updated

- Load-in / venue information confirmed
- Merch inventory prepared
- Touring materials packed

## **DAY-OF-SHOW PROMOTION**

- Day-of-show post published
- Venue tagged
- Support acts tagged
- Story reminders posted
- Doors / set times confirmed publicly
- Ticket link reposted
- Soundcheck or backstage content posted
- Audience engagement encouraged

## **POST-SHOW FOLLOW-UP**

- Show recap content posted
- Audience photos reposted
- Venue thanked publicly
- Support acts thanked publicly
- Fan tags monitored
- Local media engagement reviewed
- Merch links reposted
- Next tour date promoted

# ADDITIONAL PROMOTIONAL NOTES

## FINAL REVIEW

- Was promotion staggered over time instead of relying on one announcement?
- Were local city markets promoted individually?
- Were venues supplied with usable promotional materials early?
- Were support acts integrated into promotion?
- Were countdown reminders scheduled consistently?
- Was the audience given repeated opportunities to discover the event?
- Did the promotional strategy remain organized throughout the rollout?

## FINAL NOTE

Tour promotion is usually most effective when treated as an ongoing communication process instead of a single announcement.

The purpose of this planning calendar is to help artists, promoters, and touring personnel organize promotional timing more effectively, improve venue coordination, maintain stronger visibility throughout routing schedules, and support more consistent audience engagement leading into live performances and touring activity.