

# • Publicity & Promotion Checklist for presenting Comedy in Motion

The following check-list includes suggested steps that will help to insure that you have a successful event. This is often one of the weakest areas of event preparation. Setting a date and booking the artist is JUST THE BEGINNING!

- Establish an **Event Team** and distribute “To do” lists to the appropriate coordinators. When you take a team approach to coordinating *Prayer, Promotion, Publicity, Tickets, Physical Arrangements, (Venue/Ushers, Sound, Lights, Video, Merchandise Table, Parking) and Follow-up* to your event, you are far more likely to experience an outreach event that truly impacts your community.
- Contact a graphic designer, and order designs for posters, handbills (post cards), newspaper ads, etc. Have the designer contact Bob for raw materials (pictures, etc). One designer that is familiar with Bob and has designed for him before is Neil Trotter at <http://www.studio66.ca/>
- Print the following minimums of posters and handbills for distribution:
  - Print at least 50% of your seating capacity in posters. If your auditorium seats 500 – then print and distribute at least 250 posters.
  - Print at least 5 times your seating capacity in handbills. If your auditorium seats 500 – then print and distribute at least 2,500 handbills.
- Distribute posters and handbills through the mobilization of local contacts. Posters should be placed in every place of employment and recreation within your community and surrounding communities. Get each family to take a few posters and find a place for them (many hands make light work) Handbills should be used primarily as personal invitation pieces, as well as distributed through mailings, bulletin inserts, retail bag stuffers, etc.
- Advertise in any online free classifieds (such as [www.kijiji.com](http://www.kijiji.com)) and send out a good looking email to the entire congregation, which can easily be forwarded.
- Advertise in newspapers. See [here](#) for a press release - Don't forget Christian Newspapers such as <http://www.christianweek.org/happenings.php> and <http://www.maranathanewspaper.com/html/events.php> - These need to be arranged as soon as possible to be timely.
- Advertise the concert on secular AND Christian radio (if available)
- Get the word out to your **PRAYER** chain. Make it a matter of church family **prayer**. This is the single most important strategy toward hosting a successful outreach event!
- If this is an outreach event, be sure the congregation understands that if NO non-believers come, then it's just entertainment, which is fun for the moment but has no eternal value. Get creative with ways to encourage people to “bring a friend.” (and not just the kids!)
- Bob is available for radio interviews and to do phone conference meetings with your Event Team. To coordinate an interview or phone meeting contact Bob directly at 519-653-9866
- You may be thinking, “*The promotion of the event will cost more than the actual artist!*” That may be true - if the promotion is done well, but remember why you're doing the event in the first place, (and for who) and the importance of promotion will find it's place.

