

# 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 *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 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 [www.craigslist.org](http://www.craigslist.org) ) and send out a good looking email to everyone you know which can easily be forwarded.
- Advertise in newspapers. Use Bob’s press release.
- Advertise in Facebook (change your main picture to an ad or poster - this works really well)
- Advertise the concert on radio (if applicable)
- 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

