

MUSIC SHOWCASE TIMELINE

If you're thinking of producing your own showcase event for your band, we're here to help. We've put together an easy to understand showcase planning timeline that demystifies the event's producing process.

TREND CULPRIT.COM

WEEK

01

PREPARATION

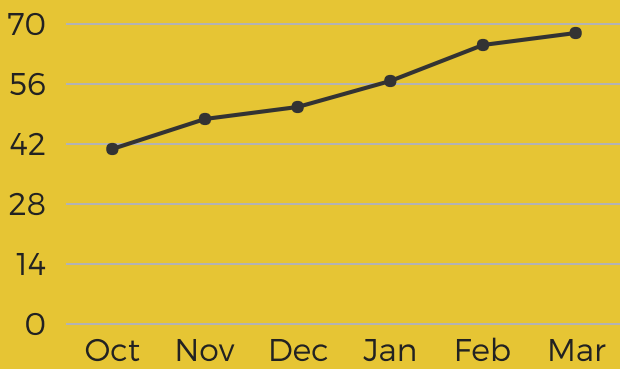
Regardless of the size of the event, it requires great attention to detail and a realistic budget because it is an important component of promoting the career of any musician. Sometimes they are as simple as an audition in a conference room, the performance rehearsal facility, or invitation only showcases at small clubs.

WEEK

03

PLAN OUTLINE

1. When and where:
2. Invitations:
3. Food and beverage:
4. The performance:
5. Promotion:

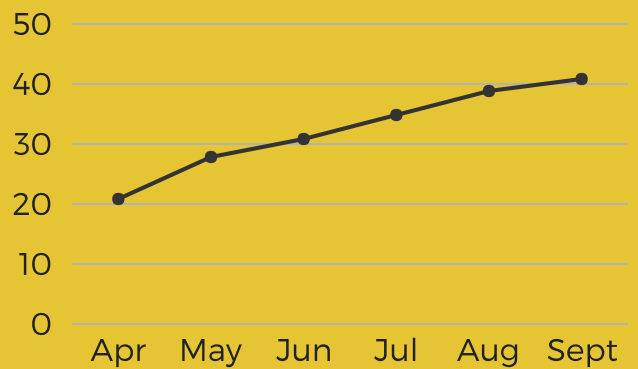


WEEK

09

PROMOTION

Those who attend the event should be provided promotional materials, often in the form of a press kit. It helps to keep a banner with the name of the artist on stage in front of the audience before, during, and after the performance. If possible, hire a good publicist.



WEEK

02

THE PLAN

A plan for any event should be written and should include a lot of detail:

1. The time, date, and place.
2. Purpose of the event with the expected outcome.
3. All contact information for the manager, all service and equipment providers.
4. All special requirements (food, equipment, personnel, etc.).
5. Full transportation and travel information.
6. A budget detailing expected expenses and who will pay for each element of it.

WEEK

06

INVITATIONS

Three weeks before the event, mail the invitations using the traditional postal service. Use a combination of the old ways with the inclusion of technology. The following week, send a follow-up email that includes an image of the invitation. For those who have not responded to the first invitation and first email, send a reminder email the week before the event.