

## **TIMELINE: One key task per week for 15 weeks**

1. Clarify your message and inventory your assets.
2. Hire a publicist and give him/her all possible information with which to brainstorm media interest.
3. Research significant events, opportunities and threats, and then pitch potential alliances.
4. Prep materials: postcard, factsheet, letters, email promotions.
5. Collect ALL mailing lists: friends, past ticket buyers, record label connections, university connections, guest artist's rolodex... everyone. Then determine who gets what, and when.
6. Send out first round of letters/emails with an incentive for early purchase: generate word of mouth.
7. Post calendar listings on every possible internet site.
8. Arrange for ticket giveaways on-air, at club meetings and other gatherings, etc.
9. Promote content: find an article or other interesting piece of information relating to your event and email it to everybody.
10. Mail postcards to big list this week.
11. Print bag-stuffers and make deals with local bookstores, other retail outlets to distribute them for you.
12. Send second round of letters, with some "insider" information: generate more word of mouth.
13. Trade program inserts with events happening this week.
14. Hand distribution of postcards/handbills.
15. Final email blast, plus: your event on the Ford Amphitheatre marquee.