HOW TO CONCERTS

BEST DAY OF MY LIFE

HOW TO IMPROVE THE AUDIENCE EXPERIENCE

What was the best concert experience you've ever had? What made it the best?

ANNOUNCE & ONSALE

- ★ Make it the "party before the party!"
- ★ If you booked a touring artist, announce and go onsale with the rest of the tour, because the artist's team will help you market your event! There will be momentum from the artist's promo.
- ★ They are important!
  - Tickets sell tickets.
  - A high-energy announcement/onsale will infuse energy into your entire marketing plan.
- ★ Copy what others are doing!
  - Large school in IN – students stand in line and campus out all night – they hand out prizes at night, and coffee and donuts in the morning – 1500-2000 students line up!
  - Small school in IA – hosts a huge onsale party and all tickets are usually picked up that night. If you aren't there, you likely won't get a ticket.
  - Small religious school in AR – they announce the show in front of chapel on Wednesday mornings, and there is a stampede to get tickets immediately following the announce.

CHOOSING THE RIGHT ARTISTS

- ★ Look for energy and engagement.
- ★ Watch every YouTube video you can.
- ★ Ask questions and read online reviews.
- ★ Look at the artist's social media – are they engaged and helping market their own events?
- ★ Ask for references – other campuses the artist has played can give good insight.

IMPROVE THE SHOW EXPERIENCE

- ★ ENERGY – this is a party, get people excited! Pre-show is setting the tone.
  - Let the line form throughout campus!
  - Have a DJ or great house music playing during doors open, and/or even outside.
  - Activate your marketing team - take as much content as possible of your audience.
  - Provide photo backdrops.
- ★ Production
  - Make the show look good.
  - If the artist has confetti, or cannons, or video elements – try to make it happen!
  - A memorable show will keep students wanting more, and coming to events.
- ★ Cheap thrills
  - Balloon drop, t-shirt cannon, contests, raffles, giveaways
  - Light up bracelets, foam sticks, glow-sticks, beach balls
  - Student opener, student emcee, or bringing a student onstage
  - Costume party, foam pit, or inflatables (not as cheap)
  - Start a dance-off during set changeovers!

KEY FACTORS

What are you going to do to infuse more ENERGY and ENGAGEMENT into your event?