

# PROMOTION

**Please read and implement the following checklist that we have found to be a recipe for a successful show. We at From the Ground Up Management are committed to do everything in our power to help your team make this event an unforgettable success. But the efforts of management and the artist are hampered without the promotional implementation by your team. So please follow through with all of the following and let us know how we can help to ensure the concert, the artist's energy and time, and the use of your school's funds are as effective as possible. Thank you!**

## **4 Weeks Out:**

- Ensure you've received promotional material (CDs, images). If not, request them at [stephanie@ftgu.biz](mailto:stephanie@ftgu.biz)
- Decide how you will giveaway the promotional CDs.
  - Ideas: Over the campus radio station, a drawing, a contest, to the first 5 people who join the Facebook group (see Wk 3), at random...
  - The idea is to get them out 2-3 weeks before the show so students have the music – Don't wait until the show to give them out**
- Create posters and flyers using high res images supplied (advertising the show and CD giveaway)
- If you have a campus radio station give them a CD to get the music in the playlists and get out an advertisement cycle for the event.
- Request the campus radio station conduct a phone interview with artist/s at 2 weeks out. Ensure the interview time is coordinated between the radio station and From the Ground Up Management.
  - Stephanie Yeager
  - 219-477-6406
  - [stephanie@ftgu.biz](mailto:stephanie@ftgu.biz)

## **3 Weeks Out:**

- Posters all over campus (advertising show and CD giveaway)
- Flyers in campus mail
- Create a Facebook group; get everyone on the campus activities board to invite all their friends.
- Begin CD giveaway (**refer other students to [alisaturner.com](http://alisaturner.com) to hear her music**)
- Consider making and hanging 2 giant posters in high traffic areas on campus

## **2 Weeks Out:**

- Get an Ad in the campus newspaper
- Campus radio station airs phone interview with artist/s as arranged in week 4.

## **1 Week Out:**

- E-mail all of campus if possible. At the minimum e-mail all RAs

## **Additional Ideas:**

- Create table tent cards for the cafeteria tables/student center
- Come up with a slideshow that plays Alisa Turner's music. Visually you could use campus shot photos, images, or play a DVD. Project it in the cafeteria or student union.