

**YOUR SPECIAL EVENT CHECK LIST FOR
CREATING AN EVENT AROUND ANOTHER
EVENT.**

Here you have the complete and detailed check list of how to pull off

3-MONTH PLANNING TIMELINE:

****90 Days Before:****

- Secure Gipsy Kings concert tickets (bulk purchase). Negotiate ticket discount and special favors.
- Arrange for RSVP area.
- Have direct contact with person at concert.
- Book pre-party venue (Mexican restaurant)
- Reserve 8 party buses
- Contact potential sponsors (Jose Cuervo, etc.)
- Design marketing Party Message strategy and start priming the pump by “painting a picture” of how much fun it will be.
- Start email / direct contact Marketing campaign.
- Create flyer with details.
- Figure out total cost and profit potential.
- Create event budget
- Launch marketing.
- set up days to start calling people too.

****60 Days Before:****

- Launch ticket sales - and promote through friends of friends primarily (Repeat and continue marketing above)
- Confirm sponsorship deals and collect money in advance.
 - * Red neck scarves (sponsored)
 - * Maracas
 - * Tambourines
 - * Spanish hats
 - * Custom light sticks
 - * Name tags (400)
- Select and brief bus leaders
- Create bus music-playlists
- Any chance of Backstage access?
- Book afterparty venue to ensure VIP entry

****30 Days Before:****

- Confirm all venue arrangements
- Plan pre-party menu with restaurant

- * Tapas selection/ special food needs
- * Drink packages
- * Service timing
- [] Organize bus logistics:
 - * Loading zones / pick up after pre-party and after concert so everyone is clear on timing and exact spot.
 - * Routes to and from concert plus after party
 - * Parking / designated pick up and drop off zone
- [] Create detailed timeline
- [] Brief all vendors
- Have all artifacts like hats etc ready and organized.

DETAILED CHECKLISTS

****Pre-Party Venue:****

- [] Menu selection/any Special dietary needs among your friends of friends?
- [] Bar setup/enough bartenders
- [] Space allocation and timing
- [] Staff briefing
- [] Sound system and music at pre party (DJ?)
- Print out list and backup list for people having bought tickets.
- [] Check-in area, and person(s) to handle that. , tickets, artifacts and after party VIP tickets.
- [] Welcome signage
- [] Photography arrangement and picture opportunities
- Other promotion activities, next event etc.

****Bus Organization:****

- [] Line up party-bus leaders
- [] Create manifests for each bus
- [] Stock supplies on busses ahead of time / delegate to Party bus Leader.
 - * Pre-made drinks
 - * Ice
 - * Cups
 - * Napkins
 - * Water
- [] Install sound systems
- [] Load playlists
- [] Decorations

- Announce to everyone where bus will be AFTER the concert and timing for departure.

****Concert Experience:****

- Directing everyone to RSVP area.
- Corrdinate CONGA LINE going / Scarfs used as rope and even light sticks.
- Organize backstage access
- Plan group photo opportunities
- Emergency contacts/ phone numbers
- Meeting points

****Party Supplies:****

- Maracas (400)
- Tambourines (400)
- Spanish hats (400)
- Red scarves (400)
- Light-up sticks
- Name Tags have them pre-made to save on check-in time/wristbands to get VIP in to afterparty

MARKETING STRATEGY

****Promotion Channels:****

- Friends of Friends Jungle Telegraph, #1
- Email Follow up and marketing
- Influencer outreach
- Word-of-mouth referrals

****Content Creation:****

- Event teasers / Pix from previous concerts
- Promotional videos and pix
- Disposable photo cams to capture the moment
- Testimonials
- Behind-the-scenes content drop....

REVENUE STREAMS

****Ticket Packages:****

- Basic ticket
- VIP experience / Backstage access

- Food sponsors
- Group packages
- Premium upgrades / VIP area

****Additional Revenue:****

- VIP seating for after party
- Bottle service
- Food orders
- Orher

DAY-OF EXECUTION

****Pre-Event:****

- Venue setup inspection
- Bus inspection/soundsystem working? Clean busses
- Supply distribution
- Staff briefing
- Leader check-in
- Communication via phones set up.

****During Event:****

- Guest check-in / hire check in person
- Bus loading coordination
- Timeline management/ must leave on time
- Photography/video
- Social media updates/ under event... crests buzzz and sets you up for success later on.
- Emergency response

****Post-Event:****

- Bus return coordination
- Supply collection, if any?
- Vendor payments / ex food at preparty etc.
- Guest feedback / ask for and collect testimonials and statements from Social media and in person.
- Content sharing / ask people to share with their friends in social media.
- Team debrief / with venu, bus company, check in person, sponsors and attendees to fully understand and learn from each event.

SUCCESS METRICS

****Track:****

- Ticket sales
- Revenue per head
- Sponsor satisfaction
- Guest feedback
- Social media engagement
- Media coverage/ TV, Newspaper, Video Team
- Future leads generated
- collect pix taken by attendees and hired photographers.
- Follow up with Party pix / videos the Day after the event to share in the fun.

Would you like me to expand on any particular section or add more specific details to certain areas... then send us an email.

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