



## Event Timeline & Checklist for Tim Cimbura's Program

### Immediately after booking...

- Communicate all information needed to form a contract to Tim Cimbura or the booking agency.
- Carefully read the contract Stage Requirements and Timeline.
- Sign and return both copies of the contract with a check for the deposit amount and directions to event location.
- Secure location facilities and date.
- Confirm that the Stage Requirements (AV projector, sound, space, lights, etc.) are fulfilled.

### One month prior to event...

- Give press release to the local media outlets and newspapers to run week of event.
- Start to run Radio and TV spots.
- Put up posters
- Make promotional announcements and invitations. Personalized invitations make it more likely people will attend.
- Line up key technicians and helpers to be available night of event
  - AV, sound, and light technicians
  - Sales helper
  - Stage security
  - Prop unloaders and loaders

### One week prior to event...

- Radio Interviews
- Confirm location availability for set up times
- Confirm times for all technicians and helpers to arrive
- Confirm that all publicity is completed and running

### Day of the event...

- Arrive early and confirm all requirements are fulfilled (people, equipment, promo table, etc.)
- Provide food for those who might be working over meal times.
- Post clear signs for your guests at the entrance and auditorium doors.