

The Blackwood Quartet

IS COMING SOON!!

Below are some suggestions that may help you in promoting a successful event.

1. **WORD OF MOUTH** - Begin announcing your concert with the The Blackwood Quartet now! The most effective invitation is the face-to-face, friend-to-friend variety. Tell people to mark this date on their calendars and to invite friends, relatives and co-workers. If your people are enthused, they will bring friends to a special concert. This is always important for the success of any event.
2. **CHURCH BULLETIN** - Beginning several weeks prior to the concert; have the event regularly featured in the weekly bulletin and church newsletters, giving the concert increasing space as the date draws near.
3. **NEWSPAPERS** - The newspapers are one of the best free advertisements available. Editors usually welcome new releases and feature stories about coming events, especially when some amount of space is also purchased. Use this media to your advantage by contacting both larger newspapers and community newspapers. Most community newspapers are especially anxious to work with you and are constantly looking for good feature material. Always retype enclosed press release on your own stationary. Be sure to give the newspapers plenty of advanced notice.
4. **POSTERS** - Place the posters in as many places as you can, two weeks prior to the event. (Walmart, grocery stores, etc.) Always be sure the date, time and location are on all posters. Feel free to make copies of posters.
5. **CHURCH MARQUEE** - If your church has a marquee, utilize it! Two or three weeks before the concert is normally the best time to begin using this type of advertising. You may also want to explore using the marquees of local businesses as well.
6. **RADIO & TELEVISION** - Send a request for a Public Service Announcement to ALL radio and television stations in your area at least two weeks in advance of the concert. They will usually be happy to announce the concert free of charge.
7. **CHURCH WEBSITE** - Post the announcement on your website with the date, time, directions, and a phone number. Church members can then direct folks to your website for details of the concert.

ON CONCERT DAY

If you are planning to have a meal for/with the group prior to the concert, please make sure the group is aware of the time of the meal.

If the group needs lodging, please make sure the proper arrangements have been made. The rooms may be needed the night before or the night of the concert.

Please make sure you have provided directions and there is a place to write our directions on the Confirmation Agreement.

Arrival of the group is approximately two hours prior to the concert time. Please make sure there is someone available to let the group in.

Please have the platform cleared so the group can immediately start setting the stage.

Have one six or eight foot table in the lobby for CD display.

Please have fresh coffee available for the group.

Thank you for considering these suggestions and please PRAY for the Blackwood Quartet.

If you have any questions, please do not hesitate to call.

Blackwood Quartet

PO Box 22128

Knoxville, TN 37933

(865) 776-1571

www.theblackwoodquartet.com