



2020

Event Planning Publicity Guidelines

Event Name: _____

Event Date: _____

Preparation/publicity checklist for shows and events

Task	Date Sent	Sender Initials	Receiver Initials	Date Completed
Preparation				
Event data compiled and verified				
Event colors and design proposals compiled				
Event pictures received				
Data sent to publication designers				
Data sent to writers				
Call to Artists				
Call to Artists form created and verified				
Call to Artists sent to distribution lists				
Publications Design and Printing				
Flyer created, verified and printed				
Postcard created, verified and printed				
Poster created, verified and printed				
Large banner created, verified and printed				
Web banner created and verified				
Calendar blurb created and verified				
News release(s) created and verified				
Paid ad(s) created and verified				
Distribution				
Call to Artists sent to Me for website				
Call to Artists sent via email to distribution lists				
Flyers distributed manually				
Postcards distributed manually				
Web banner sent to ME for website				
Flyer sent to ME for Instagram, Facebook, Twitter				
Flyer sent via email to members and other lists				
Flyer sent to Jimmy for newsletter/Eblasts				
Calendar blurb sent to online calendars				
News release sent to online news outlets				
News release sent to local newspapers				
Paid ads sent to local newspapers				