

# DALLAS BRASS

## *EVENT COORDINATOR*

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### **GETTING STARTED\***

- Familiarize yourself with all aspects of the event.
- Hold a planning meeting.
- Schedule checkpoint meetings.

\* Further explanation of each of these items is on the following pages.

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### **Familiarize yourself all aspects of the event.**

- Review Committee Summary Sheet.
- Review the Technical and Hospitality Riders. They can be found on our website's hidden PR page as well as in the corresponding packets.
- Review materials available on the Dallas Brass PR page - [www.dallasbrass.com/pr.html](http://www.dallasbrass.com/pr.html)

### **Hold a planning meeting.**

*The key is to get everyone excited about the event. People need to know who the Dallas Brass is and what they will be doing with your students.*

- Introduce the Dallas Brass to all the volunteers.
  - Show them the Dallas Brass Video Demo. (enclosed)
  - Play the Dallas Brass music.
    - ♪ 3 minute Audio Demo (available on the Dallas Brass website home page)
    - ♪ Sampler CD (enclosed)
  - Direct parents to the Dallas Brass parent webpage: [www.dallasbrass.com/parents.html](http://www.dallasbrass.com/parents.html)
- Talk up the event - "opportunity of a life time for our students"  
"our students will be performing in a professional concert"
- Identify a parent or sub-committee for each job:
  - ♦ Ticket Sales
  - ♦ Hospitality
  - ♦ Marketing
  - ♦ Venue Set-Up
- Identify internal deadlines to keep in mind
  - ♦ District financial processing cutoff dates
  - ♦ Transportation requests
  - ♦ Media deadlines
- Schedule checkpoint meetings with each parent or sub-committee.

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### **2 MONTHS BEFORE THE CONCERT . . .**

#### **Notify the Parents**

*The parents need to know that this is a concert not to be missed!*

- Send a letter (and possibly a ticket order form) and a Dallas Brass brochure explaining the event and the extraordinary opportunity for their students.
  - ◆ We have supplied 250 complimentary brochures. (enclosed)
  - ◆ We have an editable parent letter template that you can use on our website at [www.dallasbrass.com/pr.html](http://www.dallasbrass.com/pr.html).

#### **Notify the School District**

*Often times the school district has resources that are very helpful.*

- Consider asking the Communications and/or Public Relations departments for assistance in getting the word out to the teachers and staff throughout the district. These people can also be very helpful in the Marketing area.
- Giving a presentation at a School Board meeting can make a big impact on the level of support received by a school district.

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### **1 MONTH BEFORE THE CONCERT . . .**

- Review and/or establish the event schedule with the Band Director.
- Hold check point meetings with all the subcommittees.
- Take care of administrative details.

*May need to have the Band Director involved with some of these items as he/she is a staff member of the school district.*

- Determine who will attend to the Tech Rider details - see Venue Set-Up envelope.
- Finalize the itinerary for the day with the Dallas Brass Production Manager.
- Secure any student busing that is necessary.
- Are special arrangements needed for student meals due to the itinerary?
- Does your district require Photo Release authorizations of student photos?
- Send another letter home to parents with the final itinerary, include a permission slip if necessary.
- Invite Principals, Superintendents and School Board members.
- We would be happy to send a personalized email invitation to your Administrators. If this is OK, please send names, titles and email addresses to [mindee@dallasbrass.com](mailto:mindee@dallasbrass.com).

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### **1 WEEK BEFORE THE CONCERT . . .**

- Hold check point meetings with all the subcommittees.

### **1 DAY BEFORE THE CONCERT . . .**

- Confirm venue is set up.
- Confirm all hospitality arrangements.

### **DAY OF THE CONCERT . . .**

*Have fun! This is what you've been working towards. If any problems arise, we can solve them together. Remember that at the end of the day, this is all about the kids!*

### **DAY AFTER THE CONCERT . . .**

- Complete the Dallas Brass Event Coordinator Survey.
- Send completed surveys to Dallas Brass. (return address label enclosed)
- Please share any testimonials you receive or printed coverage of the event. Send them to [pam@dallasbrass.com](mailto:pam@dallasbrass.com)