



BRIER PATCH MUSIC

Search



KEN MEDEMA


- Home
- Store
- Monthly Special
- Personal Song
- Musings
- About Us
- Booking Information
- Music Sampler
- Picture This Video
- Our Friends


About Ken Medema and Brier Patch Music

Concert Conditions

Promotional Ideas

Sound/Stage

Pictures 



### Promotional Ideas

As you develop a promotional strategy, it is vital that you ask several questions. First, what is the purpose for having this concert? Second, what kinds of people are most likely to attend? Third, how do we generate interest and communicate to the audience we want to reach? For any public event to succeed, it must generate a high level of interest or it will be discarded in the same fashion as an ever-growing pile of junk mail.

With a growing smorgasbord of entertainment options, the need for direct and personal communication increases. Conventional means of advertising such as posters, fliers, and radio spots lose their influence in proportion to increased options. These methods should continue to be used, but serious emphasis must be given to the personal approach.

We recommend the formation of a team of people who will undertake full responsibility for the Medema concert. This requires a person who will function as the coordinator, who then seeks out another five people who will also each recruit five people. These people need to be self-starters with good initiative.

It is good for the team of twenty-six to meet twelve weeks before the concert and then meet at least once every two weeks. This group will plan and implement the promotional strategy together. Here are a few suggestions.

#### A. Ticket Distribution

It is wise to print and distribute tickets, even if they are complimentary. Distributing tickets gives you a concrete means of assessing the interest and expected attendance, giving you the feedback you need to modify your promotional strategy.

Each person on the coordinating team takes responsibility for distributing a certain number of tickets. This involves personal contact with people and a capacity to relay information about the concert. It is good for each person to take along a tape of Ken's music to familiarize those who do not know his work.

Let's say that your goal for attendance is one thousand people. If each one of the group of

twenty-six distributes forty tickets, you will reach your goal. It is advisable to begin your ticket distribution eight to ten weeks prior to the concert date. This means that each person need only distribute five tickets per week. If the concert is strictly a closed event for a specific group, it may not be advisable to distribute tickets. There can, however, be benefits to issuing tickets even in this situation.

## **B. Promotional Budget**

To put on the concert, you will need a promotional budget. It eases the pressure if your group can raise this budget from sources outside the concert itself. Some people and/or businesses in a community like to be involved in a public event by assisting as **patrons** with the up-front expenses. The names of those who have contributed toward expenses are then printed on a flier to be distributed to the audience the night of the concert. The group of twenty-six can assist in this process. Several in-house **fund-raising events** can be organized, such as car washes, potluck dinners, and sub sales. This kind of project can work with almost any group.

## **C. General Promotion**

It is good to contact as many community groups (service groups, professional groups, churches, synagogues, etc.) as possible. After you have phoned, send a follow-up note with all pertinent information. Ask the group to display posters, distribute fliers, and make announcements. It is important to communicate the benefits that can come from a cooperative community event like this.

As previously mentioned, you should not overlook the value of conventional advertising. Have various members of your group do the following:

1. Call your local newspaper(s) and investigate the cost and requirements of placing an ad. Talk to the community events editor, as he or she may be interested in doing a story on Ken.
2. Call your radio and TV stations and ask them if any free public service time is available. It is advisable to consider purchasing additional advertising spots, particularly on radio.
3. Place posters in public places that provide exposure to people who would want to go to Ken's concert.

These thoughts reflect some but certainly not all of the promotional possibilities. Remember, the key to successful promotion is a team working together to touch people on a personal basis. One final note. **Our goal in this concert is achieving personal wholeness and building community.** We look forward to working together with you!

Please feel free to download and use the pictures below for promotional purposes.