

## Jason Michaels' Promotional Schedule

As you no doubt already know, the key to a successful event lies in the promoting of it. You can have the finest entertainer in the world coming for your event and if no one knows that person is going to be there, your event's attendance will suffer. The idea of this promotional schedule is to give you an easy to follow plan that we have found works well when promoting Jason Michaels on a college/university campus, for a live theatre show, or even for a private event. The following plan is laid out with all of the promotional material utilized that is immediately available via Jason Michaels' website – [www.secretsandillusions.com](http://www.secretsandillusions.com). Obviously use what works best for your specific needs. We have placed an asterisk (\*) next to the items we think are necessary for you to use to ensure your success. Best of luck and feel free to contact us with any questions, comments or thoughts on the process – [jm@secretsandillusions.com](mailto:jm@secretsandillusions.com).

### **Once Show Has Been Booked:**

**HTML Banner** – Should be posted on organizational websites as soon as show is booked and contract has been approved.

### **Two Weeks Prior to Show:**

**\*Posters** – Post on all bulletin boards and in all common areas two weeks before show. Please keep in mind the time needed to have the posters printed.

**\*Press Release** – Sent to local press two weeks prior to show.

**Biography** – Can be sent with press release to local media or used in organizational publication.

**Promotional Pictures** – Can be sent with press release and/or biography to any media outlets. Can also be downloaded and posted for promotional purposes.

**Radio Commercials** – Should be downloaded and sent to local radio stations one – two weeks prior to show. It depends on what the purpose of the commercial is. If it is strictly to inform the listener of an upcoming show, one week prior to the show is fine. If the commercial is to drive ticket sales, two weeks prior to the show is more appropriate. A tag (with specific local information) will need to be added by the radio station.

**TV Commercial** – Should begin running on local television stations one – two weeks prior to show. Like the radio commercials, this also depends on what the purpose of the commercial is. If it is strictly to inform the viewer of the upcoming show, playing it one week prior to show date is fine. If it is to drive ticket sales, playing it a week and a half or two weeks before the show date is more appropriate. A tag (with specific local information) will need to be added at the end of the commercial by the local television affiliate.

The TV commercial can also be used by playing it on a television (loop the video footage) in a common area where potential audience members will be congregating the day of or several days before the show.

### **One Week Prior to Show:**

**\*Table Tents** – Post in all common areas and cafeterias/restaurants where potential audiences will be congregating one week prior to show. Please keep in mind the time needed to have the table tents printed.

**Street Magic Teaser Poster** – Should be posted one week prior to show in and around the space Jason will be performing street magic in. Please keep in mind the time needed to have the posters printed.

### **Five Days Prior to Show:**

**Flyers** – Can be used in conjunction with posters (by posting) or can be left in common areas (in stacks) for potential audience members to take with them five days before show.

**HTML Banner** – Should be sent as a banner to all possible attendees' Facebook and MySpace pages five days prior to show. Can also send the banner as an email blast to all potential attendees. The banner can be customized by a designer to suit your specific needs.

### **Two – Three Days Prior to Show**

**\*Postcards** – Should be handed out to potential audience members in a high volume area two to three days prior to the show. Please keep in mind the time needed to have the postcards printed.

**\*Email** – Email should be sent out two to three days prior to show to all potential attendees.

### **The Day Before the Show:**

**\*Onstage Introduction** – Should be downloaded the day before the show.