

Event Hosting Guidelines

Roles, Responsibilities and Checklist
for Hosting Successful Ministry Events



DRAFT VERSION



KEVIN SCHAFER
THE IMMANUEL AGENCY
WWW.IMMANUELAGENCY.COM

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Timeline & Checklist

Introduction

This document has been borne out of the joy of hosting successful ministry events, and the frustration of hosting unsuccessful events. Regardless of the “success” of an event, we know that God uses those situations to minister to those in attendance; however I believe that when we are equipped and prayerfully prepared to minister, God honors our diligent efforts and prayerful preparation, and then fills the gaps that our abilities cannot meet. If we sit back and do nothing towards a goal or perhaps have no goal in mind, experience and God’s Word tells us that those plans will fall flat.

What is meant by a successful event? Of course we need to measure success in God’s eyes – an event that puts Him in the limelight (not an artist or speaker), where people are challenged to further their trust in our Heavenly Father, and where hearts are changed to respond to the prompting of the Holy Spirit. We rely totally on God to accomplish this. We cannot change a heart, we cannot increase someone’s faith, we cannot cause someone to respond to God’s promptings on their life – only God Himself can accomplish this.

So what is our role? If God uses our failures for His glory, should we not be resigned to fail for the glory of God? By no means! We need to put our best forward, our first-fruits, the choice portions of our abilities, and God will bless those!

Our role in creating successful events is to create an environment in which those in attendance can hear God’s voice. The spiritual environment needs to be prayerfully prepared, and warfare waged on those elements that would distract the guests from being ministered to and the Kingdom of God being strengthened. While we need to prayerfully prepare, if that’s all we did, very little would happen. God has called us to be His hands and feet and to literally set the stage for Him to work.

In the realm of speaking and music engagements, there are hundreds of little details that need to be taken care of to set the stage for God’s ministry. The event needs to be made known, possibly tickets sold, a sound system needs to be made ready, a speaker or singer needs to be prepared, guests need to be shown hospitality, and introductions need to be made. The stage needs to be set and guests invited and shown proper hospitality. If we “fail” in the logistics, it can be a distraction to the guests and a foothold for “the enemy” to break up the ministry that is being attempted.

Putting on an event also takes finances. If the financial end of a ministry is not taken care of properly, then quite simply, future ministries will not be feasible. This is not advocating pursuing riches, but rather ensuring that the financial end of holding these events are not losing money so that future ministry can continue. As a host, your organization may chose not to recover all the expenses, but to invest in ministry, but that is also a matter of fiscal responsibility and stewardship.

A successful event, in which God is honored and people are ministered to, takes effort and prayerful planning. We can be resigned to have God work in spite of our failures, or we can be determined to do our part to work WITH God, bless Him with our best efforts, and depend on Him to multiply our efforts many times – to His honor and glory and the increase of His Kingdom.

Roles

Each role is important in the big picture. Even roles that seem small can significantly add to the enjoyment of the patrons.

While there are plenty of roles, some individuals can take on more than one role. It is highly advised that no one spread themselves too thin. “Many hands make light the work” and we want each job to be tackled with precision and joy. If you are spread too thin, the joy can quickly turn to a feeling of being overwhelmed or frustrated. If you involve a larger team, no one is leaned on too heavily and everyone has relatively few details to be concerned with in the midst of their busy schedule.

Coordinator

- Responsible for the overall coordination of all the team leaders
- Ensures that each team leader has the information and materials needed for their role.
- Ensures that all tasks are on-track

Prayer Team

- Coordinate prayer team for preparations, concert details and lives that will be touched.

Counseling & Follow-up

- Team of qualified counselors who are prepared to pray with those who request counseling and/or prayer, and followup. May be pastors or staff from churches.

Sound & Lighting

- Responsible for ensuring that the technical rider is met
- Have qualified sound and lighting people on team.

Sponsorship

- Obtaining sponsorship to support individual events
- Obtaining on-going sponsorship for supporting the ministry as a whole

Guest Services

- Coordinate a team of ushers, ticket sales and ticket takers
- Make procedures and guidelines clear

Artist Hosting

- Ensure that artist is well taken care of
- Ensure that all the details in the contract and personal rider are covered
- Ensure that arrangements for the artists’ meals, transportation, accommodations, etc. are all in order

Intra-church Liason

- Communications with other churches
- Posters, bulletin information or inserts, video promotion
- Block-sales of tickets (discounted)

Printed collateral

- posters, tickets, mailers, response cards, programs

Media Relations

- T.V. (ads, announcements, coverage, interviews)
- Newspaper (ads, announcements, coverage, interviews)
- Radio (ads, announcements, coverage, interviews)
- Internet
 - Webpage or website
 - Email Announcements (registered email patrons?)
 - Web announcements
 - Christian concert announcements: e.g., <http://www.concertbuzz.com>
 - City's concert announcements

Ticket Distribution and Sales

- Distribution of tickets to sales outlets (bookstores, music stores, churches, etc.)
- Track and report ticket sales
- Collection of funds from sales outlets

Church Setup and Cleanup

- Before and after preparation
- Put facilities in same shape as they were before, if not BETTER!

Concession (optional)

Concession may or may not be offered. Concession could be run by a charity or group trying to raise funds for a ministry.

- Coordinating the team of people
- Ensure good quality products are obtained and fairly priced
- Collection of funds from sales

Master of Ceremonies (M.C.)

- Enthusiastic about the event
- Good sense of humour
- Good knowledge of the artists (do homework!)
- Knowledge of announcement material, sponsors, related events,....

Event Planning Timeline & Checklist

NOTE: Identify and mark tasks that are not needed for your event in advance. Mark with an 'X'.

✓ X	TIMING (WK)	ASSIGNMENT	TASK	NOTES
PREPARATIONS				
	ASAP		Negotiation	Fees, requirements, conditions, issues
	ASAP		Deposit paid to artist/agent	
	14		Arrange sponsorship (program advertising)	Require cheque and copy of logo
	12		Design posters, inserts/flyers, tickets & passes - submit to printers	Include sponsors in design(s)
	9		Arrange ticket & poster distribution	Churches, ticket outlets, etc.
	8		Ticket & poster distribution	
	8		Arrange pre-concert interviews & appearances	(TV, radio, bookstores)
	8		Complimentary ticket distribution	Future hosts, media, give-aways, etc.
	8		Pre-sales of tickets (start)	Block sales for discount (e.g. block of 10 for \$100 on \$12 tickets)
	8		Arrange advertising & community announcements	radio, TV, newspaper, website, e-mailers, concert listings, newsgroups
	8		Arrange travel	(air/bus/train/car rentals)
	8		Arrange accomodations	(hotel or billeting)
	8		Arrange technicians - sound/lighting	
	6		Phone campaign to surrounding churches	
	6		Arrange technical rentals - sound/lighting	
	6		Finalize program layout - with advertising, submitted to printer	Depends on printer turn-around
	6		Arrange ministry team - prayer support, counselling & follow-up	
	4		Arrange volunteers - ushers, collection + tickets	youth group?

Tasks and Roles for Church Events

4		Arrange volunteers - refreshments	youth group - proceeds to youth group?
4		Arrange volunteers - setup + teardown	
4		Arrange details for meal(s) or reception(s)	Pre- or post-concert
4		Program layout finalized with sponsor graphics and delivered to printer	Depends on printer turn-around
4		Check-point meeting	
3		Bulletin inserts delivered churches	If applicable
2		Announcements & Bulletins	
2		Draft cheque of balance	Some churches require two weeks prior to drafting checks
2		Reminder calls	Churches and contacts
2		Arrange for electrician (if required)	
2		Agenda and maps given to the artist/manager	
1		Announcements & Bulletins	
1		Prayer team	Pray foremost for an increase in God's kingdom. Pray for those attending (salvation, re-dedication, healing, encouragement, increase of faith, etc.). Pray for unsaved guests and those inviting them. Pray for the artists and all others involved. Etc....
1		Pick up & deliver programs	
1		Confirm volunteers and ministry team	
1		Confirm load-in and load-out times with artists and hosts	
DAY BEFORE			
		Obtain equipment rentals (sound/lights)	
		Electrical setup (if required)	
		Pick up refreshments for artists	
EVENT DAY			
		Setup - auditorium	

Event Hosting Guidelines

			Setup - product table(s) for artist(s) & displays (charities/sponsors)	
			Setup - meal/reception area	
			Setup - refreshments	
			Arrange cash floats (refreshments & tickets)	
			Interviews & appearances	
			Load-in	
			Sound & light check	
			Pre-concert reception/meal	
			Backstage refreshments, fruit tray and towels	
			Payment of balance	
			Ushers & Tickets in place before doors open	
EVENT START – DOORS OPEN				
POST EVENT - IMMEDIATE				
			Post-concert counselling & followup	
			Collection and door tickets secured	
			Post-concert reception/meal	
			Tear-down & restoration (Auditorium, foyer, reception/meal, refreshments)	
POST EVENT – DAY AFTER				
			Cash collection (pre-concert tickets)	
			Collect feedback from host	