

1. **Location** - Finding a good location is imperative. Having a consistent place where people know there will be concerts increases your audience size.
2. **Audience** - Who do you want to minister to? Concerts for teens and concerts for senior citizens are quite different!
3. **Advertising** - Advertising is everything. Make trades with radio stations - let them come out and promote themselves at your event (put one of their DJ's on stage during intermission, have a booth, etc.) and they may give you free or reduced advertising. Get your youth group involved in promoting it, putting out flyers, etc.
4. **Venue** - Depending on your location, there will be a lot of details you'll need to work out with the venue - security, parking, ticket takers, etc. Some places you can use volunteers, and some require you to use their people. Make sure you know the details before signing anything.
5. **Production meetings** - Before the event have at least one, if not several, production meetings with all major team players. Walk through the concert and make sure everyone has their roles taken care of.
6. **Sound System/Lighting** - Make sure you have adequate sound and lighting for your performer and the venue. Check the contract the performer has sent you. Make sure it's all in order. Don't skimp on it, and don't use the guy in church who has always run the church sound system and thinks he knows everything about sound. He probably doesn't.
7. **Courtesy People** - assign someone to work with the artist upon their arrival, to pick them up at the airport and taken care of. The better you treat them, the better their concert will be. Do nice things, like get them bottled water (I know, you're used to your water, but it probably tastes weird to everyone else!).
8. **Follow-up** - Figure out what you want to do for follow up. Do you want to somehow tie this into your church, a future event, whatever?
9. **Figure out what you're doing** - Decide what your purpose in the concert is, then you can choose an artist who meets those goals in entertainment, ministry, praise, etc. Listen to CD's. Go to other concerts. Find out what works for you, and more importantly, your audience.

God bless you as you use music for Him!!!