



## ENTERTAINMENT COORDINATOR

The Entertainment Coordinator (ENC) identifies, recruits and maintains communication with all entertainers of the festival. The ENC will work closely with the Logistics Coordinator, Scheduling Coordinator, and Festival Director for efficient planning.

- Create the entertainment agreements in Google.
  - These agreements will be shared via the Festival Director.
    - Utilize previous year's forms as necessary.
    - Be sure to edit dates, times, and locations as needed.
  - Determine inefficiencies with forms/processes and adjust accordingly.
  - Determine and set deadlines for:
    - Agreement (soft deadline)
    - Agreement (hard deadline)
  - Communicate all entertainment payment needs to the Festival Director.
    - Be mindful of amounts and deadlines as each musician or entertainer processes payments differently.
    - Work closely with Logistics and Scheduling Coordinators to ensure good communication for the festival planning.
- Recruit musicians via networking and any other connections.
  - Consider utilizing regional vs. local acts.
    - When using local acts, maintain a balance.
  - Consult with Festival Director on each choice as entertainer needs to "fit" well with the festival.
- Promote entertainment through social media, newsletters, TV spots, etc.
  - This will be done with the help of the Marketing Coordinator and Subcommittee.
  - Promotion is primarily via social media posts, but can also come from placements in newsletters and other outlets.
- Designate Subcommittee members to facilitate communication to all entertainment.

- Designate at least one (1) Subcommittee member per two (2) entertainers.
- Encourage Subcommittee members to create and keep a running list of entertainers, agreements received, confirmations, payment schedules, etc.
- Subcommittee members report directly to the ENC and are responsible for facilitating the ENC and entertainment during the festival.
- Actively manage agreements and entertainment needs.
  - Add entertainers to the master festival schedule and follow up with those who have questions or concerns.
    - Be mindful when choosing/accepting entertainers.
      - If they aren't a good "fit", then send them a professional declination response.
  - Send out informational emails.
    - 1 month prior - "Thank you" and general information
    - 2 weeks prior - schedule reminders and general information
    - week of the festival - last minute schedule reminders and information
  - Request any hotel accommodations needed for entertainment.
    - Work with FD to make these arrangements as payment of room nights may be involved.
    - Consider entertainment schedule when booking hotel room(s).
- Communicate any equipment rental needs.
  - These should be communicated to the Logistics Coordinator and Festival Director.
- Be available on the days of the festival by helping with all entertainment in any capacity needed.
  - Be ready with any/all lists with schedules and names.