✅ PRE-SHOW PLANNING (2–6 Weeks Out)

Booking & Scheduling

- Confirm date & time with venue
- Book comedians (headliner, feature, opener, MC/host)
- Secure backup performers in case of dropouts
- Set show run time and act durations

Venue & Technical

- Confirm venue contract and payment terms
- Confirm seating capacity and ticket splits
- Check tech setup (mic, lights, stage, PA system)
- Arrange for tech person or learn system yourself
- Secure green room or off-stage holding area

Marketing & Promotion

- Create show poster & digital assets
- Write event blurb (who, what, where, why, when)
- Post on social media, Eventbrite, venue website
- Submit to local listings (BlogTO, Now, etc.)
- Schedule reminder posts and promo countdowns
- Tag performers and ask them to promote

Ticketing

- Set up online ticket sales (Eventbrite, Square, Venue etc.)
- Plan walk-in policy / door sales pricing
- Decide on comps/guest list

🔧 WEEK OF SHOW

Final Confirmations

- Reconfirm with venue
- Reconfirm performers' availability
- Share set times with performers
- Share parking/load-in instructions

Supplies

- Print guest list and set list
- Bring float/change for door (if doing cash)
- Bring tip jar / QR code for donations (optional)
- Merch table items (if applicable)
- Clean mic covers if you're rotating mics
- Spare batteries, extension cords, mic cable, etc.

🎤 DAY OF SHOW

Setup

- Arrive early
- Set up mic, sound, and lights
- Arrange seating / stage area
- Post signage (bathrooms, entry, etc.)
- Test sound and lighting

Team Briefing

- Assign door person, runner, or tech assistant
- Review show order with performers

- Remind host of announcements (e.g. socials, intermission, show hashtags, next show plug)

Performance Flow

- Start on time
- Keep show on schedule
- Time each act
- Handle hecklers or interruptions professionally

🎉 POST-SHOW

Wind Down

- Pay performers (cash or e-transfer)
- Thank the venue staff
- Take down and pack up gear

Promotion Follow-Up

- Post thank-you / recap on social media
- Share pics/videos from the night (if any)
- Collect feedback from audience & comics
- Make note of strong/weak moments for future planning

Next Steps

- Lock in date for next show
- Start promoting early
- Keep improving the format