



Congratulations on booking Beth Schafer. We hope this little guide will help make your event as successful as possible. It will assist you in finding ways to shout it, print it, sing it, and shout it again so they'll come...did we say shout it?

Six Ideas to Promote Your Event With Beth Schafer

IDEA #1 It's Never Too Early to Talk About It

You may think you have time, but you need every chance from right now (this very minute) until concert (or service) day to promote and market this exciting event. People need to be reminded many times (verbally, email and in print) before THE DAY. You actually need to ask people, "Are you going to the concert?" It helps.



IDEA #2 Get Your Board, Your Clergy and Your Youth On-Board

Arrange a private get-together with your board or youth group and Beth as part of her visit to promote involvement. Encourage commitment to the event at board meetings. Play a cut from one of her CDs or the Demo DVD at a board meeting. Feel free to share the web address in your newsletter or on your website so people can listen and learn about Beth. Make announcements from the pulpit...very effective.

IDEA #3 Contact Your Local Press

Not just about the actual event. Beth's music is tied to many social issues--interfaith relations, American-Judaism's new musical sound as well as her unique writing. By generating an actual story, you create an interested audience. Beth is happy to grant an interview. Remember, this takes time to set up, call your papers and find out what kind of lead time they need so you don't miss a good opportunity.



IDEA #4 How 'bout Radio?

See if your local inspirational radio station is interested in Beth's music. She would be happy to send a CD and/or do an interview. Many of her songs appeal to diverse faiths because of their universal themes. Whether the station is Jewish or Christian, Beth's music will work. Remember that she won American Idol Under-ground's Faith Based competition because of the interfaith vote.

IDEA #5 Make Beth's Music A Part of Your Repertoire (and Culture)

Beth will send sheet music and recordings to support your community in using Beth's songs in worship and other events. By making folks familiar before Beth comes, they will be excited to hear the music from "the source" when she arrives. Do you have "on-hold" music? Yes, you have permission to use Beth's music for that too!



*Ok, that was five ideas. Where's the sixth you ask? It's not so much an idea as it is a mindset. Beth's show is just that...a show. It is a well-produced, high-tech, big-sounding concert mixed with theatre and learning. Get people excited about what they will **experience**. Let people know that Beth is an **AWARD-WINNING** writer and a cutting-edge artist. Beth and the band will involve them, excite them and leave them with an overwhelming "feel good." The music is infectious and inviting. **Remember, your promotion team is your first line of excitement!** You know your people...now go spread the good news!*