

Carter Robertson

HOUSE CONCERT info



Features of a House Concert:

- Held on weekends (Saturdays are most popular), although weekdays work well when we're on the road, or when there is a conflict with another local event.
- Attended by 20-50 people
- Paid for by \$10-20 suggested donation per guest (to the performer)
- Usually includes light snacks, beverages or a pot luck dinner
- Attended by host's friends, neighbors, co-workers and maybe a few fans of Carter
- Performed with a small sound system
- Performed in two 30-40 minute sets with a 20 minute break
- Sometimes artist is fed and housed for the night
- Location is usually a living room with furniture arranged for maximum seating, or can be outdoors in a patio area

TO DO List:

1. **Pick a date:** contact Kim at kim@carterrobertson.com or call 615-791-4547.
2. **Send out invitations:** via email, evite, private Face Book message/event or phone. Feel free to invite more folks than you have seating—if that is not comfortable, start a waiting list. Request an RSVP and let them know that there is a “suggested donation” and an opportunity to help fund Carter’s video project.
3. **As the date approaches:** keep track of RSVP’s, being aware that 10-20 percent of people who say they’re coming don’t!
4. **2-3 weeks before show:** check in with Kim or Barny to confirm directions to your place, date and time, exchange cell phone numbers and for an update on number of attendees.
5. **2-3 DAYS before the show:** send out reminders to both RSVP’s and those that haven’t responded. Decide on food and drink that you will be providing. Make up signs for the event (i.e. “suggested Donation \$20 per person,” “Bathroom,” “Don’t let the hamster out of his cage” and for the front door “Please enter quietly if the show has started”).
6. **Day of the Show:** prepare a place for Carter to chill, set up the performance room, provide a merch table, greet guests, collect donations and re-establish expectations.
7. **20 minutes before show:** announce that show is to begin in 15 minutes, and to get drinks etc. and get settled. **5 minutes before:** announce for everyone to be seated, and to please turn off cell phones.
8. **Introduce Carter—SHOWTIME!**
9. **During the break:** encourage CD & Book sales and Video project contributions.
10. **Start the 2nd set:** dim lights and call people back to their seats.
11. **After the show:** thank all for coming, remind them about merch opportunities and encourage them to sign a guest email list.

Carter's website: <http://carterrobertson.com>
facebook.com/pages/Carter-Robertson,
twitter.com/carterrobertson,

Contact info:

Kim Messer kim@carterrobertson.com or
Barny Robertson barny@carterrobertson.com
615 791-4547