# FESTIVAL ADVANCING MASTERCLASS: 5 PRO TIPS FOR 2022

A LIVE ROUNDTABLE DISCUSSION

FEATURING:

Lennd's Customer Success Team

# Agenda

1) Meet Your Hosts
2) Starting the advance—where should I begin?
3) How can I eliminate duplicate requests of information?
4) What's the best way to manage the approval process?
5) What's the best way to communicate across the advance?
6) How can I prevent late advances?
7) Audience Q & A

# But first... some housekeeping.

- This session is recorded and will be made available in 24hrs
- The slides will also be made available in 24hrs
- We want this session to be interactive throughout, so please use the Q&A or chat tools to engage freely with other attendees!

# Meet Your Hosts

**Hannah Wingler**
Customer Success Manager at
Lennd | Cofounder of Back of House

**Chase Wilkes**
Account Executive at Lennd |
BOH Manager at MCP Presents

# Meet Your Hosts

**Tara Ferguson**
Customer Success Specialist at Lennd
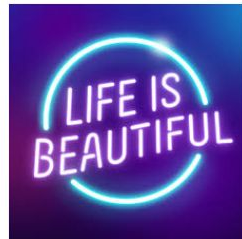
**Erin Chesterton**
Marketing Manager at Lennd

# Lennd's Mission

**Lennd** is a technology company that builds infrastructure to help bring events of every size to life. We help event professionals simplify, streamline, and standardize the complex workflows that support their live event operations.

Trusted by live events across the globe.

# Starting the advance – where should I begin?

**Challenge:** The # 1 problem we see is people don't start soon enough, which can be due to a number of factors. Lacking a timeline, staffing shortages, and not starting soon enough creates a mad dash to get caught up.

Rushing means:
- Stress on staff
- Inventory, asset, catering shortages
- Poor experience for artists, staff, vendors, and sponsors

**Pro Tip #1 :** You can map out the timeline by thinking backwards.  Figuring out what your constituents need and when they need it, and plotting out your advance based on these hard deadlines.

# How can I eliminate duplicate requests for information?

**Challenge:** Oftentimes the same information is being asked for by the different people on the team and nobody has clarity into the status of the ask. This can be extremely frustrating, confusing, and costly. It's a bad look to your artists, sponsors, and vendors and it can potentially sour your relationship with them in the process.

**Pro Tip # 2 :** Establish clear roles and rules of engagement. Have one internal framework, aka a coach and a game plan. This would typically be your database manager. Externally, assign one point person for your different groups. This is critical, if someone is talking to multiple people it creates a great deal of confusion. They can create a communication framework and structure so nothing slips through the cracks. It also helps everyone work in the database in the same way and set standards for years to come.

**Pro Tip # 2 :** You need to ensure you have visibility of requested items for external viewing purposes to refer back to.

This means having a database in place that is up to date, accurate, reliable, and accessible.

# What's the best way to manage the approval process?

**Challenge:** Relying on one person to approve every department. They don't always know what certain departmental vendors should be getting and keeping everyone on the same page is hard. It becomes convoluted very quickly.

**Pro Tip #3 :** Set the expectation of who has the ability to approve what. Create a clear master list of what has been approved. Keep that information at your fingertips so you can make better informed decisions.

# What's the best way to communicate across the advance?

**Challenge:** There are so many ways to communicate, from messaging apps to text, as well as email. It can be extremely chaotic trying to find one common reliable way to communicate with your teams, artists, vendors, sponsors etc. It's easy to lose track of a conversation or where you are in the advance with different constituents.

**Pro Tip #4:** Keep your advance as mobile friendly as possible with SMS for alerts & reminders. Get out of spreadsheets as much as you can and invest in tools that give you these SMS capabilities so you can communicate with your staff and event constituents.

Communication is everything! Keep connected with your team through regular check-ins. Keep clear and concise deadlines, final dates to submit artist riders, press requests.

# How can I prevent late advances?

**Challenge:** People who put in late advances cost your festival time and money. Sponsors are notoriously the most frequent offenders. If your constituents are late, it is ultimately your problem.

**Pro Tip # 5 :** Build your advance through one system that has automation tools to streamline and simplify your outreach. You need one source of truth for all of the communication and various emails along the way, and your database should serve as that source of truth.

**BONUS TIP:** Plan your deadlines strategically. Try to find the sweet spot between your soft external deadline and your drop dead hard deadline. Set two drop dead dates (external vs. internal) Always build out more time in the external due date

(1-2 weeks) to help you navigate late advances. Use automated reminders if you can to reduce the legwork.

# Questions?