

ABC
123**KNOW THE BASICS**

- Who is your audience?
- What is your event?
- How does your show relate to your event?

**BUILD AN OUTLINE**

- Begin and end on a high note.
- Find your flow, and direct the energy.
- Balance sentiment and awe, sadness and joy.

**SET A BUDGET**

- How much do you have to spend?
- What costs are fixed versus flexible?

**WRITE THE SCRIPT**

- Are your speakers better improvising or memorizing?
- Find the balance between heavy scripting and light talking points.

**SET THE STAGE**

- What is your location—park, amphitheater, stadium?
- What equipment do you need—platform, lighting, sound, podium, etc.?

**CONSIDER MUSIC**

- Underline the emotions of the script with songs.
- Keep it legal—get proper licensing.

**IDENTIFY THE SACRED COWS**

- What elements are your audience expecting?
- How does your cause need to be incorporated?

**ADD PROPS AND SIGNAGE**

- Backdrops, banners, arches, flags for the stage.
- Thunder sticks, rally towels, glow lights for your audience.

**FIND YOUR TALENT**

Whether it's a professional performer, staff member, board member, beneficiary or participant, you'll need someone to do the talking (and/or singing or playing).

**PRACTICE, PRACTICE, PRACTICE!**

Make sure everyone—producers, performers, stage crew, lighting and sound—know what to do and when.

Then... **BREAK A LEG!**