

Showrunner Checklist (Must-Do Before Your Event)

Immediately After Booking

- Submitted poster within 48 hours
 - Poster meets VRTX guidelines (format, info, 21+/18+, address)
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Marketing Prep (Minimum Standard)

- Created at least **4 pieces of content** (1 per week recommended)
 - Includes at least **1 video or reel**
 - Clearly communicates genre, date, time, and location
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Promotion Execution

- Scheduled posts leading up to event
 - Coordinated with artists to repost and promote
 - Submitted Instagram collab request (optional)
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Audience Experience

- Shared parking info or directions
 - Posted photos/videos of the venue
 - Promoted artists (mixes, clips, or intros)
 - Considered interactive elements (optional but recommended)
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Final Push (Week of Event)

- Posted reminder content
 - Posted day-of-event content
 - Engaged with comments and messages
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Final Reminder

VRTX provides the venue and operational support.

The success of your event depends on your effort and execution.

If you post consistently, engage your audience, and clearly communicate your event, your chances of success increase significantly.