



A COLLABORATOR'S GUIDE TO WAK FESTIVAL

Everything You Need to Plan, Propose & Present Your Event at WAK

By the
community,
for the
community



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WHO CAN BE AN EVENT COLLABORATOR?

WAK Festival is built by the community, for the community. Whether you are a passionate creative, a collective of like-minded individuals, or an established organisation, we welcome you to come on board as an Event Collaborator and be part of the WAK movement.

EVENT CATEGORIES & CONTENT GUIDELINES

WAK Festival welcomes events in **Arts, Culture, and Lifestyle**, celebrating creative expressions that entertain, inspire, and bring communities together. We value ideas that connect people, spark curiosity, and reflect the richness of our communities.

Humour & Creativity:

We love laughter, imagination, and bold ideas! Stand-up comedy, satire, and other playful or creative content are warmly encouraged. All submissions should remain respectful of diverse communities and suitable for a mixed-age audience. This is your chance to bring joy, provoke thought, and make the festival experience memorable.

As a community-based festival serving a broad and multicultural audience, all submitted proposals must align with principles of inclusivity, cultural sensitivity, and public responsibility.

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EVENT CATEGORIES & CONTENT GUIDELINES

Restricted Content:

To maintain a safe, inclusive, and culturally sensitive environment, proposals will **not be accepted** if they include:

- Politically partisan, campaign-driven, or politically inflammatory content
- Content that incites division, hostility, or public disorder
- Material that is offensive to religious, cultural, or ethnic sensitivities
- Explicit adult or sexually graphic content unsuitable for a mixed-age public audience
- Promotion or glorification of illegal substances or harmful activities
- Hate speech, discriminatory rhetoric, or content targeting protected communities
- Programming that violates local laws, regulations, or public safety guidelines

The Festival Management reserves the right to decline proposals that do not meet these guidelines. All decisions are final.



WAK FESTIVAL SUPPORT FOR EVENT COLLABORATORS

WAK Festival support is designed to complement your planning and execution. While our primary role is to provide a platform for your event and promote the festival globally through our marketing channels, media partnerships, and international outreach, collaborators remain responsible for all other logistics, staffing, and expenses not explicitly covered by WAK Festival.

[1] VOLUNTEER: WAK AMBASSADORS (WAKA)

WAKAs will be stationed at your event manning WAK's information booth and they can assist with promotion (of WAK Festival and your event), ushering and simple registration.

Pre-event setup support is available upon request, provided the WAK Management Team is informed at least two weeks prior to your event date. Support is subject to availability.

[2] VENUE & ACCOMMODATION SUPPORT

WAK works closely with our Venue and Hotel Partners, who may sponsor or partially sponsor event spaces and/or room rates. Where available, these benefits are extended to collaborators, subject to the partners' terms and conditions.

All venue and accommodation costs remain the responsibility of the collaborator. This includes any associated fees, taxes, or additional charges. Special rates or discounts for rooms (if available) are provided solely for the collaborator's speakers, performers, or key person.



[3] TECHNICAL SUPPORT

Guidance on technical requirements.

[4] MARKETING & PROMOTION

[a] Distribution Network of WAK Calendar Programme:

All approved events will be listed in the **WAK Calendar Programme (WCP)**, which includes: Event name and description, Date and time, Organiser and contact details and Organiser/Event logo and sponsor/supporter logos.

The WCP is published in **print and digital formats** and distributed through WAK Festival's media network locally and internationally.

[b] Press & Media Opportunities:

Press opportunities may be facilitated through WAK Festival's Marketing and Media Partners, subject to editorial discretion.

Notes:

Print Media: Requires at least one press release accompanied by high-resolution images. Ideal for collaborators who are unable to attend recording or interview sessions in person.

Broadcast (Radio/TV): Requires a designated spokesperson who is available for recording and comfortable speaking on record or on camera. Sessions are typically scheduled on weekdays and require prompt confirmation.

[c] Collaborator Kit:

The Kit includes official WAK Festival logos, posters, and other promotional materials. These resources are provided to help you effectively publicise your event, both digitally and in print, while maintaining a consistent WAK Festival brand presence. Collaborators are required to include all relevant logos in their event publicity and marketing materials, following the guidelines provided.

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[4] MARKETING & PROMOTION

[d] WAK Social Media:

WAK Festival provides structured social media support to enhance your event's visibility before, during, and after the festival. Through strategic consultation, coordinated content sharing, and post-event highlights, our social media platforms aim to amplify your reach and engage wider audiences across our official channels.

Pre-Event

- Basic ONE (1) time social media consultation
- Social media kit (digital form)

Event Day

- Up to three content reposting/sharing across @wakfestival social media platform (Instagram and Facebook). Content format includes reel and/or still contents.
- Extra content will be shared as a form of 'story' posting on @wakfestival/@wakxsibu/@wakxmiri social media platforms.
- A weekly summary of collaborators' events will be posted in reel or still form on @wakfestival/@wakxsibu/@wakxmiri social media platform

Post Event

Highlight reels or videos or still photos

[5] PHOTOGRAPHY & VIDEOGRAPHY

[a] WAK photography and videography partners will be on-site during the highlights of your event. These photos and videos will be available for your download and use, subject to crediting the photos or videos as follows: “Image/Footage courtesy of WAK Festival”.

[b] WAK Festival reserves all rights to use photographs and video footages for promotion, marketing and archival purposes.

[c] To ensure scheduled coverage, collaborators must notify the WAK Festival Management Team **at least three (3) days in advance** of any changes to venue, date, or time.

[d] Recording, Ownership & Usage Rights: WAK Festival shall have the unrestricted right to photograph, film, record, and otherwise capture all aspects of the event. All photographs, video recordings, audio recordings, and related materials produced by or on behalf of WAK Festival shall remain the sole property of WAK Festival.

[e] WAK Festival reserves the perpetual, worldwide, royalty-free right to reproduce, edit, publish, distribute, broadcast, and otherwise use such materials for advertising, promotional, marketing, publicity, documentation, archival, and related purposes, in any format or medium now known or subsequently developed, without further consent or compensation.

[6] PUBLIC RELATIONS

WAK Festival will issue a Letter of Support to facilitate your application for sponsorship or partnership with potential sponsors.

WAK Festival may provide assistance in the following areas:

[a] Advisory guidance on Professional Visit Pass / Social Visa procedures for your non-Sarawakian speakers etc. who are involved in your event. All applications and approvals remain subject to the relevant authorities.

[b] Suggested invitee lists for VIPs, media and special guests for your event.

HOW TO BE AN EVENT COLLABORATOR

Fill in the WAK Call For Proposal (WCFP) E-Form, accessible via **www.wakfestival.com**



HOW TO FILL THE WCFP E-FORM

Here is the guide to fill the WCFP E-Form. Please read each section carefully and ensure all information submitted is accurate, complete, and suitable for public listing.

A	EVENT LOCATION	
A	WAK Festival Location	WAK Festival Location WAK Festival is presented across three cities, each with its own programming and audience profile. Please select the city where you intend to stage your event: Kuching Sibul Miri Kindly select the WAK Festival location for your proposal. Ensure your selected city corresponds with your proposed event venue.
B	EVENT DETAILS	
B.1	Event Format	WAK Festival celebrates arts, culture, and lifestyle through a diverse range of programmes across multiple disciplines. While the festival brings these elements together under a shared creative platform, each event in the WAK calendar is labelled by its primary format or activity and this ensures that audiences can easily identify and discover events that match their interests when browsing the festival calendar.

B	EVENT DETAILS	
B.1	Event Format	Kindly select the category that best reflects the main format of your event. For example: • A live band performance would be categorised as Music or Concert • A painting showcase would fall under Art or Exhibition • A cultural heritage presentation may be listed under Culture, Talks, or Forum • A guided outdoor experience could be categorised as Tour or Nature • A skills-based session would typically be categorised as a Workshop Non-exhaustive format: Art Comedy Concert Conference Convention Culture Dance Exhibition Film Forum Literary Magic Show Music Nature Public Art Sports Talks Theatre Tour Wellness Workshop Yoga If your event does not fit within the list above, please select “Others” and you will need to specify.
B.2	Event Name	The event name you submit here will be used in WAK Festival marketing and communication materials, including the WAK Festival Calendar. Please ensure the Event Name is final and accurately reflects your event. Note: Your event name is the first impression for potential audiences. We encourage you to choose a name that is clear, concise, and memorable. While creative or catchy phrases can help attract attention, simpler titles are often easier for audiences to recognise and recall when browsing the festival programme.

B	EVENT DETAILS	
B.3	Event Description	Word limit: 250 words maximum. Please ensure all information provided is accurate and suitable for public listing. The WAK Festival team may assist with minor proofreading for clarity and consistency. Note: Provide a clear and engaging description of your event to help audiences understand what it is about and what they can expect. This description will appear in the WAK Festival Calendar, so it should accurately represent your event. You may include key details such as the concept of your event, the experience audiences can expect, and any featured Guest(s), Performer(s), or collaborators involved. Highlighting special appearances or unique elements can help strengthen the appeal of your event. A concise and well-written description will help audiences quickly identify whether your event matches their interests and encourage greater participation.
B.4	Event Objectives	What is the purpose of your event? Whether to entertain, inspire, educate, or advocate, clear objectives help the WAK Festival team understand your vision, impact, and value. Strong objectives make your event memorable and meaningful to the community.

B	EVENT DETAILS	
B.5	Event Schedule: Dates, Day & Time	Indicate whether your event is a one-off, recurring, or multi-session/multi-day event, and provide your proposed dates and times. Time: Use the 24-hour time format when indicating your event time (e.g., 4:00 pm should be listed as 16:00). Date: All events must be scheduled within the official festival period as indicated (dates inclusive). Note: Thoughtful scheduling is essential to ensure smooth logistics, maximise audience turnout, and allow sufficient time for setup, rehearsals, and teardown. Please ensure that a designated representative is present to manage your event or exhibition throughout its scheduled duration, from opening to closing on each event date. Organisers must also take into account any operating hours or time restrictions imposed by the venue.
B.6	Event Venue	Please specify the name of the event venue.
B.7	Event Language	What language will your event be predominantly conducted in? English, Bahasa Malaysia, Mandarin, Iban, Bidayuh, etc.

B	EVENT DETAILS	
B.8	Target Audience	Who is your intended audience? Please specify the primary demographic group(s) your event is designed for. Understanding your target audience helps determine the most suitable venue, ticket pricing strategy, and effective marketing approach, ensuring your event reaches and resonates with the right community. Audience Demographics: • Gen Alpha (0–12 years) • Gen Z (13–28 years) • Gen Y / Millennials (29–44 years) • Gen X (45–60 years) • Baby Boomers (61–79 years) Note: Consider whether your event is family-friendly or age-specific. Family-oriented programmes should be accessible and engaging for both parents and children, while certain lifestyle or mature-themed events may be more suitable for adult audiences.
B.9	Estimated Audience Size	Indicate the estimated number of attendees, participants, or visitors you expect for your event. This may range from a small workshop of fewer than 50 participants to a large-scale concert, convention, or public programme involving hundreds or more. Note: Providing a realistic estimate of your expected audience will enable the WAK Festival team to assess venue suitability, plan for crowd management, and allocate resources effectively. Please take into account the venue capacity and anticipated audience demand to ensure accurate and practical event planning.

B	EVENT DETAILS	
B.10	Is your Event ticketed?	Indicate whether attendees are required to purchase tickets. If yes, provide ticket pricing along with essential details, including payment methods, ticket collection arrangements (if physical tickets) and ID verification requirements. Note: • All ticketing responsibilities, from sales, delivery of physical tickets (if applicable), verification at entry (if applicable) and ushering must be managed by you and your team. • A well-organised ticketing plan ensures a smooth, professional experience for your audience, builds trust, and helps maximise attendance. Sample ticketing structure: • Children (e.g., 6 years & below): [Insert Price] • Students (e.g., 7–25 years): [Insert Price] • Adults (e.g., 26–60 years): [Insert Price] • Seniors (e.g., 61 years & above): [Insert Price] • Early Bird (all categories, if applicable): [Insert Price] • Concessions (if applicable)
C	ORGANISER / ORGANISATION INFORMATION	
C.1	Nationality	Individuals: Specify your country of citizenship as per your passport. Organisations: Indicate the country where your head office is registered.
C.2	Country of Residence	Individuals: Provide your current country of residence. Organisations: Specify the country where your main office operates.

C	ORGANISER / ORGANISATION'S INFORMATION	
C.3	Name	Individuals: Your name exactly as it appears on your identity card or passport. Organisations: Legal name of the organisation.
C.4	Brief Introduction of the Organiser / Organisation	Provide a brief overview of yourself or your organisation, including mission, focus areas, and key achievements. Highlight past events or projects, especially those similar to your proposed event.
C.5	Contact Person / Person-in-Charge	Provide the primary contact for all communications between your team and the WAK Festival Management. Note: This person will be the official point of contact for any event-related matters, including coordination, updates, and approvals. The same contact information will be listed in the WAK Festival Calendar, both in print and digital formats.
C.6	Mobile Phone Number	Provide a mobile number of the Contact Person (see C.5) for WhatsApp communication. Note: All collaborators agree to participate in WAK Festival Collaborators' group chats for coordination. The same mobile number will be listed in the WAK Festival Calendar, both in print and digital formats.

C	ORGANISER / ORGANISATION'S INFORMATION	
C.7	Email Address	Provide an email address for official correspondence regarding your proposal submission and all festival-related communications. Note: All collaborators agree to participate in WAK Festival Collab. group chats for coordination.
C.8	Website	Share your website to allow the WAK Festival Management team to learn more about you or your organisation. This is for internal reference.
C.9	Social Media Handles	Provide your social media handles so the WAK Festival Management team can gain further insights into your work and presence. This will help with social media marketing coordination, festival planning and understanding your audience reach.
C.10	List of portfolio and/or past projects, if any:	Upload relevant portfolios or highlights from past events, if available. Note: Upload up to 5 files, with a maximum size of 100MB per file.
C.11	Link(s) to your portfolio / past projects, if any:	Provide links to photos, videos, or other media of your previous projects or events for review by the WAK Festival Management team.

WHAT HAPPENS NEXT AFTER SUBMITTING THE WCFP E-FORM

[1] Initial Contact

The WAK Festival Team will reach out via WhatsApp through the WAK Festival Hotline to discuss your proposal, either online or in person, depending on convenience and availability.

[2] Collaborator Agreement

If both parties agree to proceed, you will receive the WAK Collaborator Agreement for review and signature. This formalises your participation and sets the foundation for collaboration.

[3] Submission of Event Materials

After signing the Agreement, collaborators are required to provide the following for inclusion in the WAK Festival Calendar

- An **appropriate event header photo** that reflects the nature of the event for use in the WAK Festival Calendar
- **Collaborator's logo** and if applicable, co-collaborator's logo
- **Supporter's logo(s)**, representing sponsors who contribute to your event financially, in-kind, or through time and effort, in other words, is essential for the realisation of your event.

Note:

All photos and logos must be **high-resolution** and in a format that supports **transparent backgrounds** for professional and consistent presentation across all festival materials. Recommended formats include **PNG, SVG or AI**.

Logos should be submitted in their **final, approved versions** to avoid delays in compilation for the Festival Calendar Booklet, digital promotions, and other publicity materials.

Photos and logos should ideally be **300 dpi or higher** and ensure the file is scalable without losing clarity.

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WHAT HAPPENS NEXT AFTER SUBMITTING THE WCFP E-FORM

[4] Letter of Support & Collaborator Kit

Once all required event materials (under 3 above) are received, WAK Festival will issue a **Letter of Support** to the Event Collaborator. You will also receive a **Collaborator Kit**, including the Festival Poster, Festival Logo, and all relevant digital logos. These assets are essential for your event publicity, both print and digital and should be prominently featured to showcase your collaboration, amplify visibility, and reinforce your event's connection with the WAK Festival brand. Proper use of these materials ensures professional, consistent, and impactful promotion to your audience.

[5] Pre-Launch Coordination

As the Calendar Reveal approaches, all confirmed Event Collaborators will be added to a dedicated group chat. This will serve as a central hub for updates, coordination, and announcements, ensuring you stay connected and informed throughout the lead-up to the festival.

[6] After Your WAK Event

Collaborators will be required to complete a brief **Collaborator Event Survey**. This helps us understand how your event went and how WAK Festival can continue improving our support for collaborators.

HELPING YOU PLAN YOUR EVENT

[1] Introduction

Whether this is your very first event or your fiftieth, this guide is designed to help you plan and run your event effectively. This guide breaks down the essentials for those just starting out while offering fresh perspectives for experienced planners looking to elevate their collaboration with WAK.

[2] How To Ensure A Smooth Event

- **Plan a detailed work schedule:** When does the technical team come in to set up? When is sound check? Who is setting up the ticketing counter? What time do doors open? Who needs to be there? Who oversees what areas of the Event?
- **Manage guest expectations:** If you invite guests to start arriving by 6:00PM, make sure someone is there to welcome them. If some guests need to collect pre-booked tickets, set the tickets aside and label them accordingly. If guests need to bring their own material for a workshop, indicate this clearly when they sign up.
- **Give regular updates:** Create an official platform (website, social media, etc) where people can find you or your organisation. This is especially important if something major happens, such as a change in venue or if you're opening a second show on a new date.
- **Start on time, end on time:** While delays are sometimes inevitable, remember that your guests rely on you to keep reasonably close to your schedule so they can manage theirs. A delay of 10-15 minutes while you solve an unforeseen hiccup is acceptable. A delay because you're hoping to sell more tickets at the door is unacceptable and an insult to people who came on time.
- **Plan for the Unexpected:** No one plans for an event to be cancelled, but having a clear protocol prevents chaos if the unthinkable happens. Whether due to low ticket sales, extreme weather, or an unforeseen emergency, ensure you have a "Plan B."

HELPING YOU PLAN YOUR EVENT

[3] Planning Your Logistics

Logistics is the "how" of your event from managing site prep, technical support to visitor flow. It's about knowing what happens, what time it happens, who is handling what task, which door the staff will be using to move equipment in and out, where the concession stalls are, who is handling the ticketing, who is managing the talent, and so on.

Every event is unique (e.g., outdoor weather prep vs. indoor acoustics), so use this checklist to guide your planning:

- **Map the Site:** Layout your venue, including concession spots and equipment entry/exit points.
- **Manage Flow:** Plan clear paths for how guests enter, move through, and exit the space.
- **Define Roles:** Assign specific tasks (ticketing, talent handling, floor management) so the team knows their bounds.
- **Train Your Crew:** Ensure every staff member and volunteer knows the plan and their responsibilities.
- **Centralise Contacts:** Keep a "master list" of all vendors, staff, and emergency contacts.
- **Tech & Specs:** Use digital tools to streamline tasks and double-check that the venue meets your technical requirements.
- **Build Contingencies:** Always have a "Plan B" for technical failures or weather disruptions.

HELPING YOU PLAN YOUR EVENT

[4] Budgeting and Financing

While WAK provides a fantastic platform through venue and promotional support, financial sustainability remains the responsibility of the collaborator. Relying solely on ticket sales can be often risky, "break-even" requires more than just a full house. Here is a section for your guide on how to diversify your funding:

TYPICAL EXPENSES

1. **Production cost:** Any equipment hires and transport that exceeds what is provided by WAK.
2. **Accommodation:** WAK does not provide sponsorship for accommodation of guests/performers. However, WAK has hotel partners that would give special rates and/or discounts. All at your own expense.
3. **Travel:** Getting to and from Kuching and travelling around within the city.
4. **Living Costs:** Food and drink around the city are relatively affordable.
5. **Contingency:** Allow for an extra 5-10% of your total budget in case something unexpected happens.

WAYS TO RAISE MONEY

Most arts projects require subsidy or spend some time in development so that organisers can accumulate enough funding to get it off the ground. Raising money is always a challenge. Here are some places where you can start:

- Approach businesses and organisations for sponsorship
- Your local council or relevant local ministry may have grants available for creative arts
- Seek private donations from friends and family
- Crowdfunding
- Sell merchandise
- Hold ticketed mini-events or fundraisers

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HELPING YOU PLAN YOUR EVENT

[4] Budgeting and Financing

FINDING SPONSORS

Businesses do support the arts, either as a way of giving back to the community or to associate their brand with an interesting creative project. They may be able to offer support in cash or in-kind, such as venue, rehearsal spaces, or services.

Here are some tips to get you started on finding one:

1. **Look up similar events:** To find out who their sponsors are. While these same businesses might be open to hearing you out, build a list of similar companies to approach.
2. **Consider their point of view:** Why would these companies sponsor you? What's in it for them? Does your event align with their core values? Businesses will usually ask to be acknowledged as sponsors in your marketing material, but this shouldn't be the only thing you can offer them.
3. **Initiate contact:** Find out who is the right person to speak to and how to approach the business with your application. Would they prefer a quick pitch over coffee before you proceed with paperwork? Do they want the full proposal right away?
4. **Write a clear proposal:** Write a summary of your show, an outline of how it would benefit the sponsor, the kind of support you are seeking and a timeline. Include some strong supporting material, especially if you are an emerging artist or organisation. References or support statements from more established contacts in your network/industry are also helpful.

HELPING YOU PLAN YOUR EVENT

[5] Press Release Guide

TEXT - What do you want to know when you read an article about some cool event happening?

- Put important information on top - what, when, where, who, and why. Details can come in subsequent paragraphs.
- Avoid writing fancy prose unless the publication uses a similar language in their articles.
- If you are not a confident writer, it is perfectly acceptable to provide all the necessary details in point form.
- Long URLs don't work well in print. We recommend the use of a URL shortener when submitting long links.
- If there's a translation for any names (event, organisation, people, etc), please include them. This especially applies to Chinese names.
- Obtain and extract the latest or most relevant info of your speaker and summarise it into one paragraph or sentence.

PHOTO - An attractive photo will be the first thing that catches a reader's eye

- Include at least one high resolution photo in JPG. Attach it directly to the email. DO NOT embed it into a doc or pdf document.
- Most traditional publications will only use one photo. Options are nice to have but send no more than five.
- Images containing people in action are preferred. Headshots or portraits of the individual or group are also acceptable.
- Abstract photography, graphics, logos, posters and overly edited images are not recommended.

PERSON - Include contact information for inquiries about your press release. This is important when your PR representative is not the same person taking inquiries on ticket sales or bookings.

HELPING YOU PLAN YOUR EVENT

[6] Event Checklist

Organising an event is a monumental task with many moving pieces, so here's a printable checklist to help you along. This checklist is just a guide, you are not limited to it.

PHASE 1: THE BIG IDEA (GETTING STARTED)

- ☐ **Research:** Explore the official WAK website and learn what makes a "complete" proposal.
- ☐ **Team Assembly:** Touch base with potential team members to confirm their interest and availability.
- ☐ **Book Talent:** Contact your guest speakers or performers to secure their commitment.
- ☐ **Submit:** Send in your proposal with as much detail as possible to help the WAK team understand your vision.

PHASE 2: PRE-SUBMISSION LOGISTICS

- ☐ **Budget & Timeline:** Draft a preliminary plan. How much will it cost? When does it need to happen?
- ☐ **Support Review:** Check the WAK Support list to see which resources are provided and which you need to source yourself.
- ☐ **Plan B:** Identify backup dates or locations in case your first choice is unavailable.
- ☐ **Technical Audit:** Note down exactly what you need (e.g., sound system, lighting, projectors).

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HELPING YOU PLAN YOUR EVENT

PHASE 3: GROUND WORK (UPON APPROVAL)

-  **Finalise Details:** Confirm all event info for the WAK Festival Calendar and website.
-  **Meeting Deadlines:** Submit any pending info requested by the WAK team immediately.
-  **Travel & Lodging:** Collect details for flights and accommodation for guest speakers (if applicable).
-  **Technical Form:** Submit the formal Technical Form with final specifications (if applicable).
-  **Publicity:** Launch your social media and marketing campaigns. **Get the word out!**
-  **Open Channels:** Contact WAK Management immediately if you hit major roadblocks that could lead to cancellation.

PHASE 4: THE HOME STRETCH (LEADING UP)

-  **Calendar Reveal:** Attend the official launch event (keep an eye out for the date from WAK).
-  **Go Live:** Have your ticketing platform or registration links ready and tested.
-  **Aggressive Promotion:** Continue your marketing push to drive ticket sales.
-  **Scale Up:** If you sell out fast, check if your talent and venue are available for an extra show. Coordinate with WAK Management to make it happen!

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HELPING YOU PLAN YOUR EVENT

PHASE 5: EVENT WEEK (1 - 2 WEEKS BEFORE)

- ☐ **Talent Management:** Finalise the arrival schedule for your performers or speakers. Provide them with a clear rehearsal and sound-check timetable.
- ☐ **Equipment Health Check:** Test every piece of gear, instrument, or prop. Do you have a backup? (e.g., spare batteries, extra strings, or backup USB drives).
- ☐ **Merchandise Ready:** Organise your "merch" table. Ensure you have small change (cash) or a QR code for easy payments.
- ☐ **The Final Push:** Don't stop promoting! Use this week to create "Last Chance" posts and countdowns on social media to drive event promotions or final ticket sales.

PHASE 6: THE DAYS PRIOR (FINAL COUNTDOWN)

- ☐ **Venue Readiness:** Double-check that the venue is set up to your specs. If you are setting up on the event day, ensure your "bump-in" crew knows exactly what time to arrive.
- ☐ **Guest Logistics:** Confirm transportation for your talent. Do they know the route from their hotel to the venue? What is their "call time" (the time they must be backstage)?
- ☐ **Centralise & Pack:** Gather all event materials, cables, scripts, signage, and props into one central location. This prevents frantic searching on the morning of the event.
- ☐ **Personal "Run Sheet":** Create a final, minute-by-minute checklist for yourself and your team to follow on the big day.

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HELPING YOU PLAN YOUR EVENT

[7] Event Day (Showtime)

BEFORE THE DOORS OPEN

- ❑ **The "Green Light" Update:** Post a "See you soon!" update on social media. Confirm that everything is on track and remind people what time the ticket booth opens.
- ❑ **Early Arrival:** Be at the venue at least one hour before doors open to do a final walkthrough.
- ❑ **Volunteer (WAKA) Briefing:** Meet your WAKAs (volunteers). Give them a clear, 5-minute briefing on their specific roles and where you will be if they need help.
- ❑ **Hospitality:** Be present to welcome your guests. A warm greeting sets the tone for the entire experience.
- ❑ **Live Advisories:** Use Instagram/Facebook Stories to give real-time updates on parking, weather, or traffic to help your guests arrive safely.

DURING THE EVENT

- ❑ **Punctuality is Key:** Start on time. Respect the guests who arrived early by avoiding unnecessary delays.
- ❑ **Stay Present:** Don't disappear backstage. Stay "on the floor" and available to troubleshoot any minor hiccups or technical needs immediately.
- ❑ **Engage Digitally:** Keep an eye on your social media tags. Reposting audience photos in real-time builds great "FOMO" for your future shows.

HELPING YOU PLAN YOUR EVENT

[7] Event Day (Showtime)

IMMEDIATELY AFTER

- ☐ **The Personal Touch:** If guests linger, mingle with them! This is the best time to get honest, face-to-face feedback.
- ☐ **Inventory Check:** Account for all gear, instruments, and props. Double-check the space to ensure no personal belongings or trash are left behind.
- ☐ **Final Sign-off:** Check in with your WAKAs and the venue manager before you head out to ensure there are no outstanding logistical issues.

[8] Post-Event Follow Up

- ☐ **Digital Echo:** Monitor social media for the next 48 hours. Thank people for coming and sharing the best highlights/reposts.
- ☐ **Team Debrief:** Meet with your team to evaluate. What worked perfectly? What could be smoother next time?
- ☐ **Finalise Admin:** Settle any remaining payments or paperwork with your team and vendors.
- ☐ **Celebrate: You did it!** Take a breath and enjoy the rest of the WAK festival as a guest.
- ☐ **Collaborator Event Survey:** Following the event, collaborators will be required to complete a brief Collaborator Event Survey. This helps us understand how your event went and how WAK Festival can continue improving our support for collaborators.



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f @ @wakxsibu



f @ @wakxmiri



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