Hosting and promoting a HA! event

A HA! event brings both the grandeur of the concert hall and the freedom of the streets to an intimate setting where people are connected through a shared experience of deep feeling.

it remains a unique kind of event and not easy to describe.
but it also remains a uniquely memorable experience for all involved.

PRACTICAL

Stage & Sound

- I bring all necessary sound and other equipment with me and operate my own sound from the stage area.
- A single power outlet is needed.
- Stage space: around 2x3m. Smaller can be managed if needed.
- For public venues, a breakdown of the HA!Man Minimum Stage setup (PDF)
- (Note that in a house setting, I prefer pets to be kept apart during the performance, if possible).

Sales

- A large table in a convenient place will be needed to display and sell CDs, other products and some admin.
- For contributions and payments, besides a cash bowl, I generally have a card facility available.

Food and drinks

- This is not essential for a meaningful experience, but as host you can choose to provide anything from light snacks/drinks to a full meal.
- If charges for this are involved, it should be separate from the artist's fee/contributions.
- "Pot luck" (everyone contributing dishes to be shared) works well for more informal settings.
- Outdoor picnic events also possible.
- Note that it is preferable not to have any eating or drinking during the performance.

Workshops

- Depending on the type of workshop, participants should bring along any of these mediums of expression:
  - music instruments (own instruments and/or collections of smaller instruments)
  - art/drawing/writing materials (A4 sheets are sufficient, especially for groups of children)
  - drapes to move with
  - mats for comfortable sitting
- It would be welcome if the host could also supply any of these when possible.
- I myself also bring a minimum along.

FINANCES

Contributions

- A HA! event is often based on contributions after the performance or workshop.
- It goes along with the spirit of spontaneity and opens the door to those who have it difficult, also those who would like to and can afford it, to be generous.
- Please ensure along with me that the arrangement is clear to the audience.
- It can be deposited in my cash bowl, or the card facility can be used, both which are available on the sales table.

Payments

- For standard fee or ticket sales payments, not received at the event itself, find bank details for an EFT payment here.
- Kindly ensure that there are no unnecessary delays for the funds to reach me after the event, thank you!
- For an invoice, please request and state to whom it must be made out, and I will send.

PROMOTING

General notes

- The HA!Show is by any definition a unique event. Even so, if promoted well and with the input of personal enthusiasm, full houses can be drawn, as it has been often been done in the past.
- The typical attendee would be someone not particularly interested in coming, but drawn in by the host's personal recommendation. This person would then be surprised, even overwhelmed by the experience, very glad that to have taken the step to attend.
- Often, therefore, much depends on the energy and personal touch invested by the host, along with regular advertising. I bring the show that is guaranteed to provide a memorbale experience for most (at least). You bring the people.
- You can play with the term HA!, which means you cannot quite define or describe what the event would be like, except for that it would surprise, it would hit right to the heart, and that it would cover quite a world feelings and textures.
- Encourage trust. This might unnerve some, but the reward for taking the leap can be exceptional.
- It could also be emphasized that a HA! event is
    - an adventurous experience,
    - it is creativity in action.
    - It is not weird, nor is it common.
    - It is refreshing. A splash of something many are thirsty for.
    - A deep dive.
- All of this means that besides normal advertising (posters, flyers, general emails, social media posts) a HA! event is best communicated personally (in person, by phone call, by personal email and messaging). Often, a few phone calls can do more than a dozen social media posts, for instance.

Poster/flyer

- Unless you'd like to prepare your own, for each event I create a flyer that is inserted into an attractive PDF info doc which serves as a complete guide as to what people can expect of the event.
- A unique shorthand link is then created for this PDF, which can be shared on any platform.

Bookings

You can prefer to handle all bookings yourself, or we can work together, as I have a booking system in place that incentivizes networking and attendance. It works like this:

- As part of the event info PDF, I provide you with a **unique booking link** to share with everyone.
- Through this link, I receive bookings and issue **numbered tickets**, in terms of the maximum number allowed. This encourages people to honour their bookings by attending, as no payments are made in advance.
- I keep a central **online list** with bookings that you can also update with bookings from your side.
- To further incentivize attendance, I make sure that all who have booked in advance and attended receives **two complimentary MP3 tracks** from me.

- To help the numbers along, encourage people to bring others with them, making use of the info PDF for the event. For every THREE people brought along, I reward a person with a **surprise pack of HA! creations**.

Other means of promoting

- Besides the PDF/flyer, you can tap into the following press materials:
  - Press photos
  - Promo videos
  - A special show description (PDF)
- For public media purposes, you might want to write a unique press release, blending your own and relevant local information with the standard HA! press release(s) and other information found on the HA! site's introductions. *Kindly send me (francois@hamanworld.com) a copy to check before going public with it, thank you!*
- As for interviews, I am always willing, if this can be done from a distance.

The HA! network

- Unless you choose it to be a private event for your circle only, I will support the event by promoting it to my network in your area (as far as it might exist!).
- I do this through the regular email-based circulation of the weekly HA!News, which lists events for the upcoming month. It also serves as an ongoing vehicle for ideas and new hosts for future events as well as the continuous growth of the HA! network in your area.

OPTIONAL

Fundraiser

- For larger events (40 people or more, I would say), a fundraising component can be considered, especially for a worthy local cause or initiative.
- I prefer the arrangement to remain open, meaning that we decide together, only after the event, when all income has been tallied, which part should go towards the charity.
- You could raise your ideas and preferences with me in this regard.

Mystery challenge during a HA! performance

- Add excitement to the event by testing the HA!Man's improvising skills with a "Mystery Challenge"
- You can read about how it works here and let me know.

Providing for a "third space"

- For an alternative performance setup, where there is more room for audience participation, consider allowing for a "Third Space."
- You can read more about it here and let me know.

Thank you!

Let's create a memorable event together.

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