

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 difficult 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, greeting cards 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 generally 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.
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FINANCES

Contributions

- A HA! event is usually 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.
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PROMOTING

General notes

- Being a unique kind of event, it might be that some venues and hosts have difficulties drawing audiences. Some suggestions:
 - When promoting the event, the key lies 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 a virtual world journey of styles and feelings and textures.
 - There is therefore certainly an extra dose of trust required. 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, extra-ordinary, yet accessible to all, leaving deep and

lasting impressions. It is creativity in action

- 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), especially when invested with feeling and a spirit of open invitation.
- I would suggest to rather focus on a few phone calls, followed up by a message that contains the booking link that I provide you with, than a hundred social media posts, for instance.
- Quantity is not a first priority, but quality of connection. Especially for a first time, better focus on a handful of people to provide the basis for possible future events, than pushing for, and expecting, higher numbers.
- A viable HA! event can start at as few as 10 people in the audience. An ideal number lies between 20 and 30. Higher numbers are of course possible, even in the hundreds (and i welcome this from time to time!), but then some of the typical nuance and personal connection are lost.

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 HA!ppening module, which is an online page that contains all the details and relevant information for your and other local events (if any) during this particular visit (including performances, school visits, workshops, and so on).
 - Afterwards, for all who are subscribed to HA!News, the module 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.
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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.
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Thank you!

Let's create a memorable event together.

Francois (HA!Man)

francois@hamanworld.com | +27 83 558 7380 | +32 47 140 2639



www.hamanworld.com