

# New Event Starts

What is a New Event Start:

Once a SAM marks a lead as Contract Received for a new event at a new site or one with which we have an existing relationship.

Why would this happen:

How does the process work:

## FIRST:

SAM marks Lead Contract Received once they ensure all information is entered for the lead. Once this action is taken a whole bunch of system dominoes fall, so be sure things like the Event Name are as they should be.

## THEN:

**The following System actions take place immediately.**

### Airtable Automations

#### **New Site or Existing site Start Pack Automation Runs**

- Creates record in Site List, Schedule Table, Life Cycle Event Table
- Updates the Lead Status to Added to Schedule
- Sends message to Slack tagging the Social Media Manager to build website, sends message if there is a logo to upload

#### **New Event Payment Slack Message**

Sends Slack Message to #newevents-alerts tagging Chuck to set up their payments  
If the event is non-weekly Sam gets a DM to update the public calendar

In the Font of Reality, the following automations occur

#### **Add New Events to Schedules Table**

When an event enters the "New Site Starts" view in the synced Schedules table the automation:  
Creates a record in the Schedule Table  
Updates the NSS record to check the Completion Box

#### **When a New Schedule is Created, Backfill Reality Table Events**

Creates the first 4 Reality Table entries, bringing the Reality Table to current

**When the start date is within 45 days and the Web Page has been created, the New Site - Add to Calendar Zap runs.** This Zap creates the Public Calendar entry, sends a message to Staffing to create the Facebook ad, and sends a message to Mary Kate to copy it to the host calendar.

**When posters are created and the Posters Created box is checked, the Poster & Resource Email Draft Zap** is triggered to create a draft with the links and marketing language.

## 21 Days from Start

### Poster Needs Printing

When the Marketing Asset Creation date is 2 days past and the Poster Print and Ship checkbox is unchecked a message is sent to Brianna to nudge."

## 15 Days from Start

### Sound System Needed Alert (Slack and Email)

If the sound system field is filled in and the options are TM PA, TM wireless mic, or TM Mixing Board a slack message is sent pinging the SAM, Davis and Brenna to be sure they get their equipment. If House Sound is selected an email is sent to Davis and the Contact to arrange a site visit.

### Host Kit Nudge

If Kit Request has been filled as Send to Host or Send to Site a slack message is sent to #shipping tagging Megan. This action can be prevented if the Kit Sent! Checkbox has already been checked via Megan's Interface.

If the status is Kit Needs Not Determined, an actionable message is sent to #newnights to prompt this status update.

### Host + Site Intro Email Draft Zap

15 days before start date, or whenever a host is assigned after that point the Host + Site Intro Email zap is triggered. This Zap creates the draft email from SAM to the Contact with the Host included.

## First Show Day

### Day of First Show Automations

Updates Schedule Record to In Trial

Updates Site Schedule to Active

Reminder to Brenna that the host/site has been connected

Reminder to website builder to remove "Coming Soon" banner

## End of Trial Period

## **Trial Period End Notification**

When the Trial End Date is tomorrow,

Send a slack message to #newnights tagging Chuck and Brenna to update the billing for the next show.

Updates record status to Active

Creates draft email for SAM to site for end of trial

## **What If:**

### **The Start Date changes?**

If the system detects a change to the start time or date for the new event start the following actions occur

#### **When Start Date changes, Restart Some Stuff**

Slack Message is sent to #newnights tagging Social Media, Staffing, and Billing to alert

Checkboxes are unchecked for FB Ad, Web Page Created, and Public Calendar Updated

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