SceneReach

ONBOARDING CHECKLIST

Your Fill The Room Pack

Everything we need to promote your shows properly. Get it all together first, then upload it in one go when your plan is active.

We need all of this before your first campaign starts.

Everything marked REQUIRED has to be in your dashboard before we post a single word. That's deliberate. Every post, press pitch, poster and gig page is built from what you give us, so thin information means thin promotion.

Allow an evening to pull it together. If you can't find that time, SceneReach won't work for you, and it's better to know now.

1 Gather
Tick off this checklist and save every file in one folder.

2 Sign up
Choose your plan. Your SceneReach dashboard opens.

3 Create your act
Upload your profile, images and tour artwork, then add your gigs.

4 We go live
Once your profile is complete, every gig starts promoting.

1 Your act

☐ **Act name** REQUIRED	Exactly as it should appear in posts, listings and posters.
☐ **Type of act** REQUIRED	Original, Tribute or Covers.
☐ **Tribute acts: who you pay tribute to** REQUIRED	The original artist, spelt exactly. We run one tribute per original artist, so tell us early.
☐ **Genre and one-line genre description** REQUIRED	e.g. "Synth-pop and 80s electronic, played live with a full stage show."
☐ **Act description** REQUIRED	150–300 words: who you are, what a night with you feels like, notable venues and achievements.
☐ **How you talk to fans**	Your tone of voice (cheeky, formal, nostalgic, high-energy) and any words you always or never use.
☐ **Songs fans can expect** REQUIRED	8–15 set highlights. They make every post specific to you.
☐ **Main contact** REQUIRED	Name, email and mobile of the person who approves things and answers questions.
☐ **Hospitality rider**	Optional. Used when we contact venues for you.

2 Your links

☐ **Website** REQUIRED	Plus the page that lists your gigs, if you have one.
☐ **Facebook page** REQUIRED	And your Facebook Events page link.

☐ **Instagram, YouTube, TikTok**	Whatever you actively use.
☐ **SoundCloud, Bandcamp, discography**	Original acts especially.
☐ **EPK download link**	A Dropbox or Google Drive folder that press can download from.
☐ **Showreel video link** REQUIRED	YouTube or Vimeo. 1–3 minutes of real live footage.
☐ **Review links (up to 2)**	Press reviews or a page of reviews.

3 Quotes

☐ **3–6 short quotes** AT LEAST 3	From press, venues, promoters or fans, each with who said it. Under 25 words each. They must be real and approved for publishing.

4 Images and brand

☐ **Logo** REQUIRED	Transparent PNG. A version that works on dark backgrounds too, if your main one is dark.
☐ **Promo / portrait shot** REQUIRED	A clean band or artist shot that still works cropped square.
☐ **Live shots (3–6)** AT LEAST 1	Recent, landscape, no watermarks. Note the photographer's name for credits.
☐ **Brand colour and font**	Hex code (e.g. #3B9EFF) and font name, so posters and posts match your look.

5 Each tour or show

Only if your shows run under a tour or show name. One set per tour.

☐ **Tour / show name and dates**	Start and end dates of the run.
☐ **Show description**	What's special about it: an anniversary, an album played in full, a new production.
☐ **Tour-specific songs and extras**	Anything fans should know that's only on this run.
☐ **Tour artwork**	Tour logo or lockup, background image and poster artwork.
☐ **Tour video**	A short promo clip, landscape plus vertical if you have it.
☐ **Technical and lighting rider, stage plan**	Optional. We turn these into professional rider PDFs for venues.

6 Image and video sizes

Bigger is fine; smaller looks blurry once printed or shared. Name files clearly, e.g. **ActName_Live_01.jpg**.

FILE	MINIMUM SIZE	FORMAT AND NOTES
Logo	2000 px wide	PNG with transparent background. SVG as well if you have it.
Promo / portrait shot	2000 × 2000 px	JPG. Keep faces central so it crops to square and 4:5.
Live shots	3000 × 2000 px	JPG, landscape, no watermarks or text.

FILE	MINIMUM SIZE	FORMAT AND NOTES
Poster artwork (A3)	3508 × 4961 px	PDF or PNG at 300 dpi. A4 (2480 × 3508 px) is fine if that's all you have.
Facebook event cover	1920 × 1005 px	JPG. Keep text away from the edges.
Square social graphic	1080 × 1080 px	JPG or PNG, for feeds and listings.
Story / vertical graphic	1080 × 1920 px	JPG or PNG, for Stories, Reels and TikTok.
Tour video	1920 × 1080 px	MP4, 15–60 seconds, under 200 MB. Plus 1080 × 1920 vertical if you have it.

Rights: only send images you own or have permission to use for promotion.

7 Every gig

☐ **Date, venue, town** REQUIRED	Venue name exactly as the venue uses it.
☐ **Ticket link** REQUIRED	A live link where tickets can actually be bought. No link, no announcement.
☐ **Ticket price and age restriction** REQUIRED	Advance price; "18+", "14+ with adult" or "all ages".
☐ **Doors, start and finish times**	If known. You can add them later.
☐ **Promoter**	If someone other than the venue is promoting the show.

What happens to each gig once it's in

Live	3M	2M	1M	2W	1W	1D
Announce	3 months	2 months	1 month	2 weeks	1 week	Day before

Each stage goes to the local gig guides, what's-on listings and press outlets covering that town, county and region. Add gigs at least 12 weeks out to get all seven stages.