

Hiring a Promoter

Suggestions for responsible hospitality



Before hiring a promoter be sure to understand the risks and responsibilities that go with hiring a person to market your event. The following tips can help you hire a responsible promoter and make your event a success.

Ask the promoter what type of work he or she has done and if they are familiar with Montgomery County's alcohol laws and regulations.

Ask for references and reach out to them to find out what their experience has been with the promoter.

Provide clear guidelines and policies. Detail event expectations, responsibilities and procedures.

Have the promoter sign a paper copy of your policies to make sure there is an understanding of what is expected.

Don't allow a promoter to be responsible for the door. ID checking should be left up to you or a trusted staffer.

If the promoter uses entertainment acts as part of the promotion, make sure they are done in good taste.

Don't allow the promoter to encourage promiscuous activities or drinking contests.

Remember, it's still your responsibility.



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