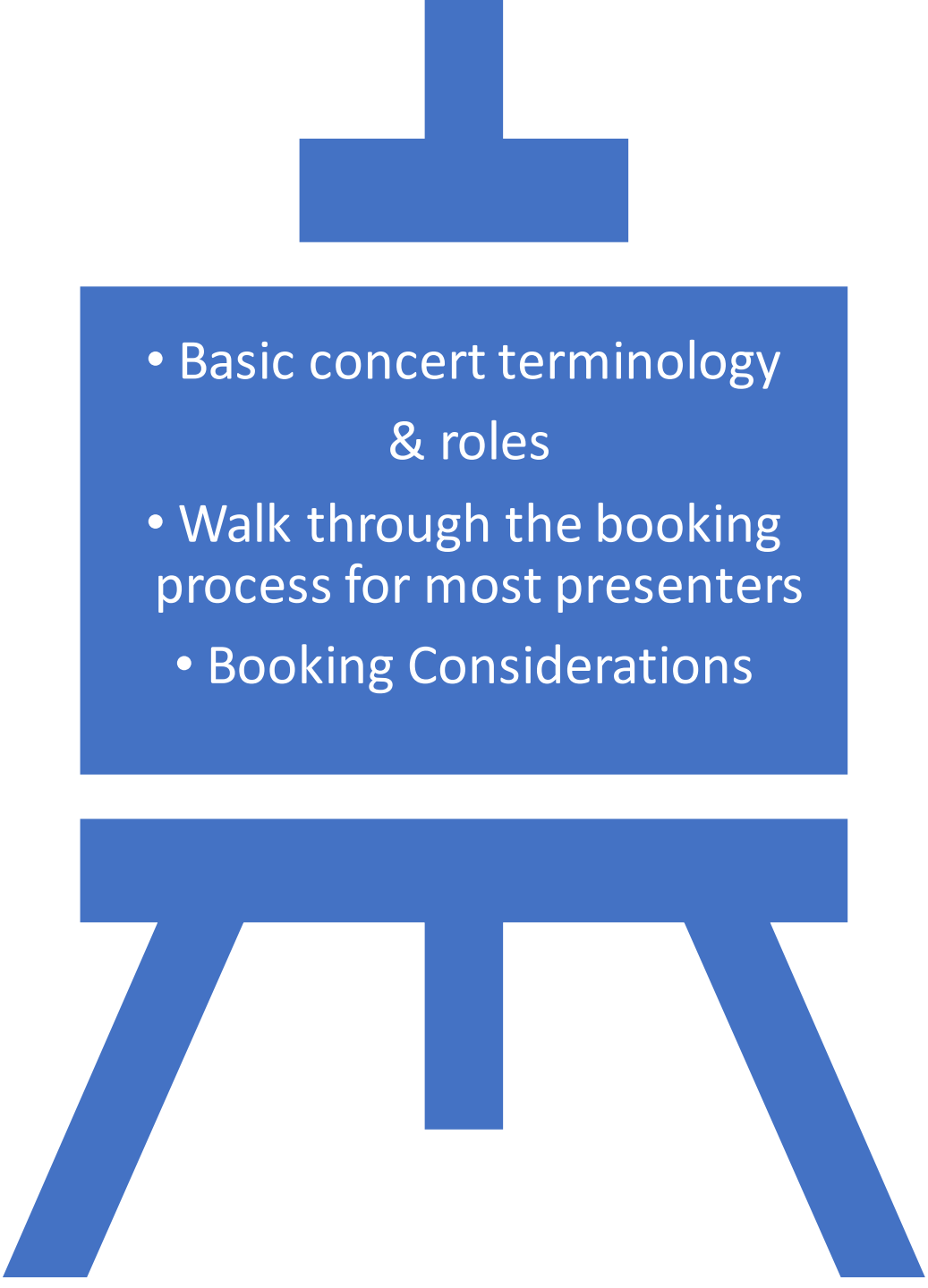




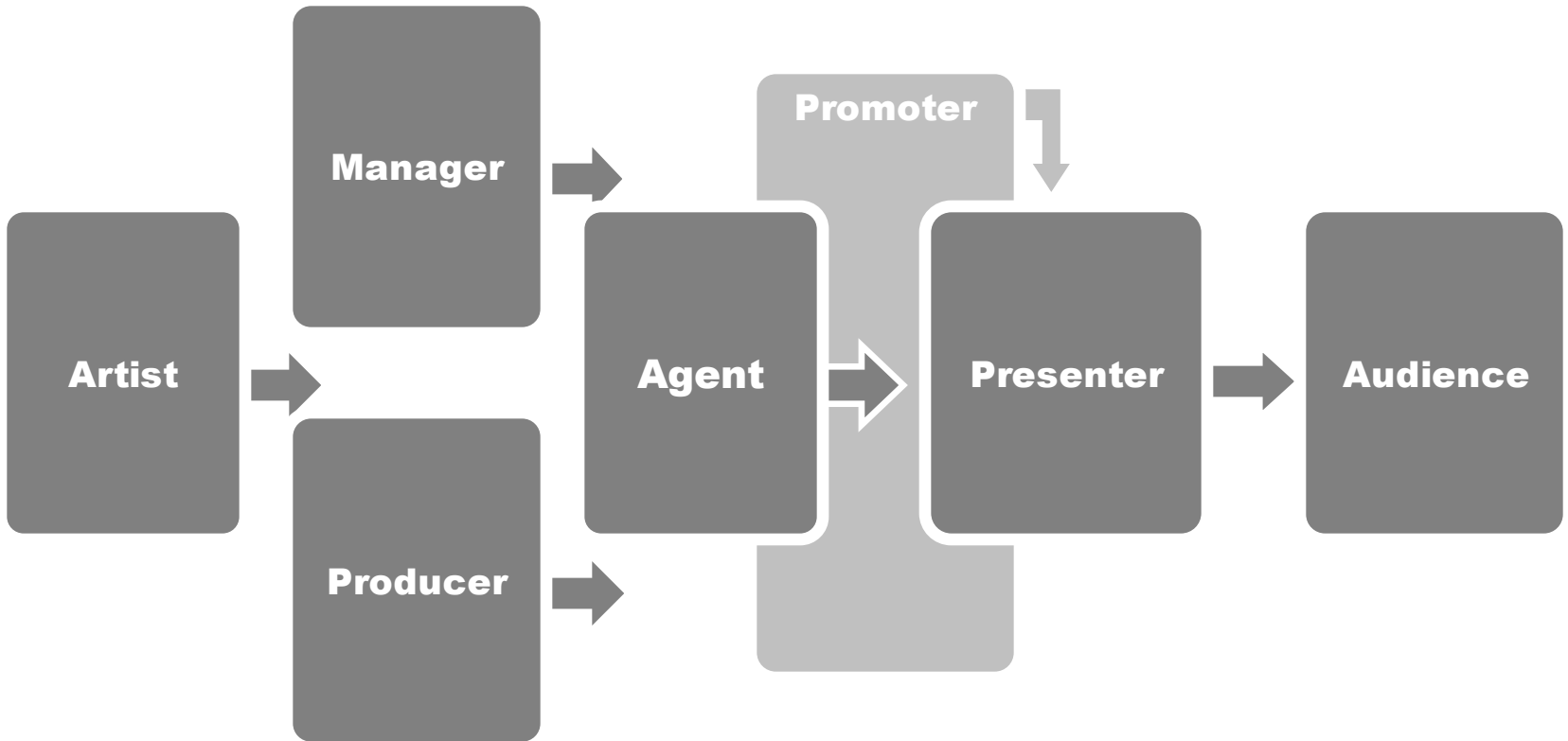
Booking Talent Virtual Fireside Chat and Q&A

ANNE STURM

LEVITT NETWORK ARTIST BOOKING
& ROUTING CONSULTANT

- 
- Basic concert terminology & roles
 - Walk through the booking process for most presenters
 - Booking Considerations

Industry Roles



Agents

Represents the Artist for live performances. Schedules tours.

Negotiates performance fees with Presenter and/or Promoter.

Presents offers to the Artist's management representative, and passes or confirms offers.

Maintains relationships with Promoters and other Agents to remain accessible to lucrative opportunities.



What Agents Want

Keep the artist from jumping to another agency.

Commission.

Artist Management

Counsel clients through musical and business decisions.

Mediate conflicts within a band or group.

Advocate for clients by negotiating record contracts or booking opportunities.

Help clients manage their finances strategically.

Ensure proper, effective promotions are in place for the Artist.

Tour Manager -
Manages detail for the Artist while they are on tour (hotel, food, tech specs, settlements).

What Artists Want

- Highest possible \$\$ per performance
- Highest attendance possible (free shows and festivals)
- Time for things that are not touring
- Play venues and markets that are an appropriate match to their perception of their own identity and/or level of fame
- Efficient routes
- Good advertising
- Venues with good hospitality and production teams



Presenters

Operate and program venues

Book performing arts tours/artists for their community

Have some blend of artistic and commercial

- “artistic” often referred to as mission-based programming

Frequently provide educational opportunities or community outreach

Often non-profit and fundraise year-round to support its programming

Promoters

Book Venues (Volume booking)

Talent Buyers / Purchasers and often Marketing Experts

Often mostly commercial

Often clubs or flexible venues

Do the work of block booking which leverages relationships with agents therefore increases content opportunities

Recognizing Markets

- Major Markets – Large cities with significant population sizes, robust infrastructure, strong economies, and a rich history of hosting major concerts and events. Higher population = Better chance for higher attendance.
- Secondary Markets - Contribute significantly to the success of tours. Typically surround major market plays.
- Tertiary Markets - May not have major industry infrastructure, but still contribute to local music culture – Many artists often build their careers by starting in smaller markets, gaining recognition, and gradually moving to larger ones.

While major markets grab headlines, tertiary markets form the bedrock of music culture. They foster creativity, community, and artistic growth, ensuring a vibrant and diverse musical landscape.

Anchor, Surround, and Fill



POPULATED PLACES	
1,000,000 and over	Large city
250,000 - 999,999	Medium city
100,000 - 249,999	Small city
50,000 - 99,999	Hamlet
10,000 - 49,999	Village
Under 10,000	Unincorporated place
	Unincorporated community

TRANSPORTATION	
Interstate and other highway	Thick red line
Major road	Thin red line
Minor road	Thin black line
Railroad	Black line with cross-ticks

PHYSICAL FEATURES	
Mount, elevation indicated	Blue shading
Water, general elevation	Blue shading
Subsidence features	Blue shading
Highland elevation in feet	10,000
Upper elevation in feet	5,000
Sea level	0

How do we leverage bookings in small or medium sized markets?

- Respond to emails within reasonable time, even if it's to simply say not interested.
- Continuously improve your operations and marketing efforts.
- Take great care of artists when they arrive (efficient advance, good hospitality, onsite privacy, and great production service).
- Stay creative with new and different revenue streams.
- Stay in contact with agents so we are the “Fill date” of choice.

What We Look at on Every Deal

- What's the history in my market? What's the history or current activity in other markets like mine?
- Does the artist have an online presence? Are they active on social media? What is their following? How many listeners?
- What is the best ticket price for this artist in my market? How many tickets can I sell at this price point?
- What are the requested deal terms?
- What is the timeframe and would any internal and/or external events impact the play?
- What are my expenses? Review the rider before making an offer.
- How much food & beverage do I expect to sell? What other revenue streams can I expect?

Deals need to make sense for the venue, as well as the artist.
All artists should be paid fairly whether an event is ticketed or free to the public. We win when everyone wins.

THE PAPERWORK



- Offer Sheets
- Deal Memos
- Contracts
- Riders
- Addendums
- W9s W8s
- CWAs VISAs
- Payment
- Reporting

Building An Offer



Introduction –
who are you
offering for?
Who’s the offer
from? What do
you want from
the artist and
when?



Basic Terms



Scaling and
Gross
Potential



Expenses



Other
Terms



Contact
Information



Expiration
Date

YOUR OFFER WAS CONFIRMED. WHAT'S NEXT?

- Gather all promotional material from agent and begin working on collateral for show/series announcement and advertising plan.
- Review formal artist contract as soon as you receive and ensure it aligns with your offer. Mark it up, add your own venue addendum, and send it back to the agency for counter signature.
- Announce the show and continue forth with your marketing plan.
- 1 month out from the show, dial up advertising and advance the show with the tour manager.
- Communicate day of show details with staff; Prepare the venue
- Settlement
- Show Evaluation

ADVANCING THE SHOW

- Ensure you have up-to-date stage plots, input list and riders, and contact information for onsite personnel
- Confirm your Date of Show (DOS) Schedule:
 - Arrival
 - Load in
 - Sound check
 - Meal break
 - Security meeting
 - VIP/Meet & Greet
 - Gates
 - Stage welcomes
 - Support artist(s)
 - Headliner
 - Noise curfew
 - Load out
 - Venue curfew
 - Etc.

ADVANCING THE SHOW

- Directions, load-in location, parking location(s), vehicle descriptions
- Weather contingency plans
- Other common advance details:
 - WIFI information
 - Green room description
 - Onsite accommodations
 - Photography/Video Policy
 - Artist guests
 - Merchandise
 - Settlement information

COLLECT ARTIST DATA TO INFORM FUTURE BOOKINGS

Track Artist Information

- Fee
- Agent/Manager
- Genre(s)
- Demographics
- Production Requirements
- Artist Relations & Interactions

Track Audience Attendance & Feedback

- Audience Size
- Weather
- Audience Reactions & Feedback