

Music to Our Ears

BOOKING MUSICAL TALENT

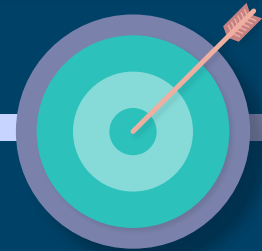


Investing time and resources in booking top-notch talent for a musical performance can definitely impact your attendance and event results, or as we like to say in the music biz... “kick things up to eleven.” Here are some things to keep in mind when you are signing musical talent.

1: Establish realistic budget parameters for what you are able to spend on talent.

Costs should include the fee for the talent and crew, incidentals for the artist’s contract rider, and all of your production expenses.

You’ll also want to ensure that your security plan is up to par, including police, security staff, fencing and barricades.



2: Look at your target demographic and assess what artists would be appealing to your audience.

You will want to select an artist or group that has crossover appeal, and will be palatable for the core constituents that sustain your event.



3: Make a list of the top four potential artists (or more) for your event.

Working with a talent buyer is very helpful in securing the artist and navigating the contract.



4: Look at any pre-existing or potential relationships, personal connections or affinities that an artist may have to your cause.

Including a mission-focused letter from your organization’s leadership and offering information on the services your organization provides can be a supportive piece to include with the ask.



5: While producing a show looks like a lot of fun and something anyone can do, there are a lot of specific and time-devouring details involved in making it a success. A misstep on one of these details can be costly and frustrating. “Learning as you go” would not be on our list of recommendations; we encourage working with industry professionals to ensure the show runs smoothly both pre- and on-event.

Booking a great artist for your event—one that is appealing and pulls in a great crowd of the people you hope to draw—is a fantastic way to grow attendance and leave a lasting impression on your attendees.