

LIVE MUSIC OFFICE

LIVE AND LOCAL

HOW TO PUT ON A GIG: A GUIDE FOR VENUES

Building a plan and knowing the process involved is essential to success.

READY TO PUT ON A GIG? WE CAN HELP!

Download key documents and templates from our website. Transform your business through live music.

www.livemusicoffice.com.au
www.facebook.com/livemusicoffice
@LiveMusicOffice



STEP 1: PLANNING

First, get approval to host live music through your State and local government authorities. Consider approval with your local council & Office of Liquor and Gaming.



Who is your Audience?
Talk to your patrons and local musicians about what live music might best suit your business.



Remember, the aim is to grow your business!



What's your Business Model?
Venue Promoted: The venue books the artists, runs and promotes the show, and pays the artist.

Venue for Hire: A promoter or artist pays the venue to reserve and use the space, staff and facilities. The venue is not responsible for finding musicians, managing the show or paying the artist.



Finding Music for your Venue

- Build strong relationships with local musicians, booking agents, artist managers and local state music organisations.

- Consider employing a live music booking agent for the venue.
- Talk to APRA AMCOS & PPCA about licensing music.

STEP 4: TICKETING

TICKETED SHOWS OR PART OF YOUR REGULAR BUSINESS?



Paid Ticket
Have physical pre-sales direct from the venue or online, as well as door sales at the show.



Free Show
Consider free entry as a marketing tool to drive patrons to your business.



Build a solid live music community around your venue.

STEP 2: ESSENTIAL PAPERWORK

AGREEMENTS & CONTRACTS



Include:

- ✓ Date & Show Times
- ✓ Production
- ✓ Ticket Prices
- ✓ Artist fees & Payments
- ✓ Promotion
- ✓ Legal



Guarantee:
Agreed fee for the show.

Door Deal:
A percentage of ticket sales.

Versus Deal:
Guaranteed fee plus a percentage of the door takings once an agreed amount has been reached.



Documents issued before the show with details including:

- Venue Address, Phone & Email
- Capacity of venue (legal number of people allowed inside)
- Access to load in equipment and parking.
- Soundcheck, show start & finish time.
- Riders (Food and drink supplied to artist).
- Backline (Supplied production).

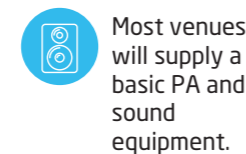
STEP 5: MARKETING AND PUBLICITY

HOW TO GET PEOPLE TO THE SHOW:

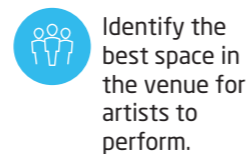
- ✓ **Venue Website:** Highlight upcoming events and include information that artists need eg email address for your music booker, production provided by venue, days of the week that you have live shows. Create a gig guide, listing bands, performance dates and ticket links. Start an e-newsletter, and gather email addresses. You can also sell tickets and merchandise online.
- ✓ **Social Media:** Facebook, Twitter and Instagram are great ways to promote your show or venue. Create regular updates.
- ✓ **Publicity:** Create a contacts list (emails and phone numbers) of all relevant newspapers and magazines, radio and online media. Send out a weekly media release and gig guide for upcoming events and featured artists. A good publicist can be a worthwhile investment.
- ✓ **Marketing Collateral:** Consider printing posters and flyers to put up in your venue and in surrounding local businesses.

STEP 3: PRODUCTION

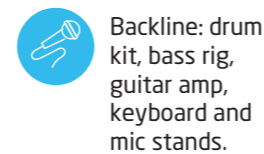
Production is the infrastructure and equipment used in live music. It can include speakers, microphones, a mixer, lighting rig and operator, and on-stage monitoring. The production set-up should suit the size and capacity of your venue, and work for a range of different performances. Some shows may not need any production and are only acoustic performances.



Most venues will supply a basic PA and sound equipment.



Identify the best space in the venue for artists to perform.



Backline: drum kit, bass rig, guitar amp, keyboard and mic stands.



Provide in-house sound engineer and lighting operator for a small fee.

Always consider your neighbours and manage your volumes.

STEP 6: SETTLEMENT AND REPORTS

Settlement: Final number of paying customers, income from ticket sales, what's owed to the artist.



Request a tax invoice from artist for settlement payment.

Keep track of any incidents that may occur at your venue as written and printed reports.

Brief your staff on how and when to use the correct report forms.