# Getting' It to The Stage or How to Book Artists











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OCTOBER 2015

## Reminders

You can hear us, we cannot hear you!

### Can't hear?

- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question or comment? Use the chat box, any time.

Downloads
PPT Slide presentation

# Agenda

- Brief Review of Previous Webinar "Who Should I Book"
- Where do I find shows?
- Contact Events: A Survival Guide for New Presenters
- Talking to Agents, Managers and Artists
- Offers and Block Booking
- Relationship Building

# Review



# Stuff Tim Talked About

- Why am I doing this?
- What do I want to program?
- Who will choose & how?
- Where do I find artists and work?
- What are agents, managers and block booking

### Where do I find shows?



### **Conferences/Contact Events & Festivals**

- Artists often curated by other presenters, artists, experts
- Chance to see many artists in short time
- Chance to meet and talk with artists, managers & agents as well as fellow presenters & networks



### **Agent, Manager Direct Contacts**

- Often known artists or specific needs
- Tours being put together
- Mostly music, some dance companies
- Small number of major Canadian agencies

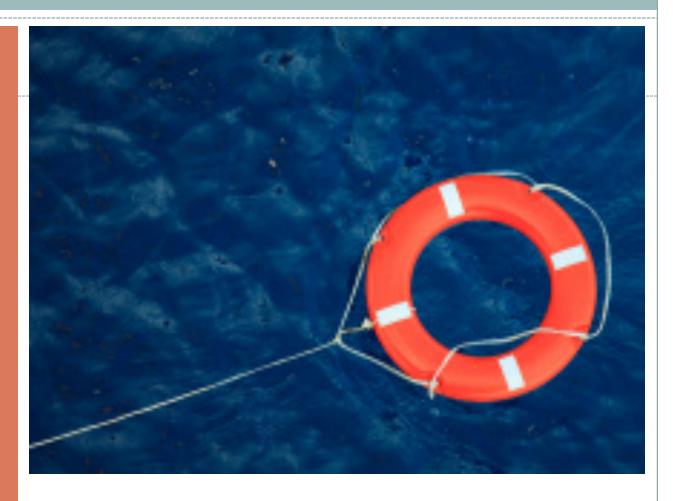


### Other

- Artists we have been presented before
- Ideas from other presenters, networks, community
- *Media, Internet*
- Artists who submit materials

# CONTACT EVENTS:

A Survival Guide



Booking Conferences, Showcases, Festivals, even APAP – You can Do It

### **Be Prepared**

After all, we are SCOUTS!



# Bring with You

- Lots of business cards
  - Your venue schedule
- Your season/series schedule
  - Technical info
  - Your "shopping list"
  - Notebook or E-quivalent
- Budget info (details to follow)
  - Comfy shoes
  - Ibuprofen or...

### **IMAGINARY ARTIST**

# A Sample Budget

PROFIT/(LOSS)	6,132	4,211	2,539	868	(804)	(2,475)	(4,146)	
TOTAL EXPENSES	10,682	10,922	10,912	10,902	10,892	10,882	10,872	
MIGOGRAFIEOUS	100	100	100	100	100	100	100	
Security/Stage Door Miscellaneous	125 100	125	125 100	125	125	125	125	
Accommodation	330 125	330 125	330 125	330 125	330 125	330 125	330 t 125	3 rooms
Vehicle/runner	50	50	50	50	50	50	50	)
Hospitality	50	50	50	50	50	50	50	
Catering	150	150	150	150	150	150	150	
SOCAN	36.6	36.6	36.6	36.6	36.6	36.6	36.6	
Equipment rental	100	100	100	100	100	100	100	
Ticket printing	100	90	80	70	60	50	40	
Front of House	210	210	210	210	210	210	210	
Technical Crew	500	500	500	500	500	500	500	
Cleaning	180	180	180	180	180	180	180	
Facility	1000	1000	1000	1000	1000	1000	1000	
Block Booking Fee	500	500	500	500	500	500	500	
Support Act	250	500	500	500	500	500	500	
Artist fee Advertising	5000 2000							
Calculate expenses								
NET SALES	16,814	15,133	13,451	11,770	10,088	8,407	6,726	
less HST	(2,186)	(1,967)	(1,749)	(1,530)	(1,312)	(1,093)	(874)	
Gross sales	19,000	17,100	15,200	13,300	11,400	9,500	7,600	
Calculate Gross Potential								
# of tickets sold	500	450	400	350	300	250	200	
price	38.00		L	38.00				
# available	500		500					
					//			

#### Possible Other Revenue

Sponsorship Grants In-Kind Donations At
The
Contact
Event



See ALL the showcases, talk to your colleagues, think about who you might want to book, head for the Contact Room.

# Do's and Don'ts in the Contact Room

### DO

- Feel free to talk to everyone
- Be kind to the artists
- Make appointments (esp. at large events)
- Be clear about your needs & limits
- Say No when you mean No
- Make a plan
- Follow your shopping list, mostly
- Have fun

### DON'T

- Waste people's time
- Take materials if you aren't going to use them
- Get overwhelmed
- Don't forget to take breaks
- Don't get dehydrated
- Take anything personally

# Having the Conversation

IN THE "CONTACT ROOM" OR
"MARKETPLACE"
IN PERSON, BY PHONE OR EMAIL
YOU AND THE ARTIST, AGENT OR MANAGER



Remember: Everybody wants to make it work!

# Both Sides of the Dialogue

### You want to know

- Can your artist fit into my season?
   Are they available at the right time,
   what work are they touring?
- Can I meet the technical needs?Are there options?
- How much will it cost? Asking fee?
   One-off? As block?
- What else does your artist offer? Outreach? Workshops?
- What can you tell me to help sell this artist in my market?

### The agent wants to know

- Can my artist fit into your season?
- Can you meet the technical needs?
- Can you afford this artist? Will it be a one-off? Can you or your network put together a block?
- What else can my artist offer?
- What works in your market?
- How can I support you to make this engagement happen successfully?

## Possible Outcomes

- Not this time or not this artist
- Not sure, discussion to continue
- Presenter or agent to try to put together a block of dates
- Move discussion to network for block booking
- Send me an offer
- It's a deal, I'll send you a contract

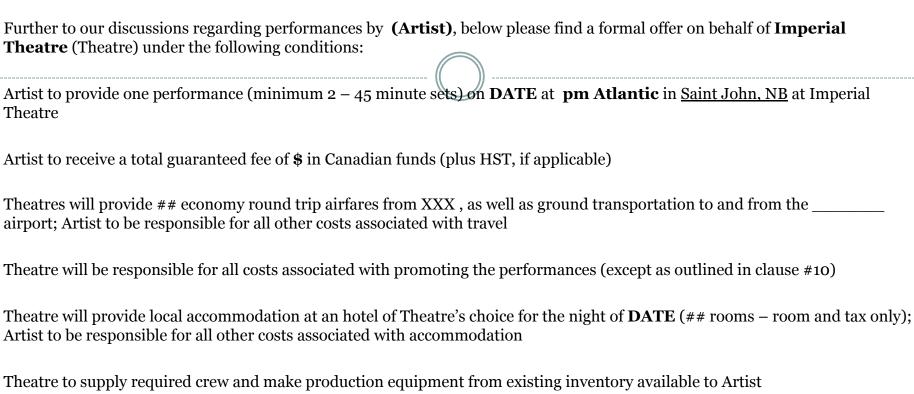
# What's an offer?

THIS IS YOUR FIRST AGREEMENT WITH THE ARTIST.

SOMETIMES IT IS THE ONLY CONTRACT.

NOW WE ARE INTO SERIOUS NEGOTIATION.

#### SAMPLE OFFER



Artist to supply any additional production equipment/musical instruments required Artist agrees to be available, at mutually agreed upon times, to meet with local media, in advance of performances, either inperson, by telephone, or by video conference call

Theatre retains the right to secure local sponsors for this performance. Such sponsorship remains Theatre's exclusive domain and local sponsorship benefits arranged by Theatre supersede any obligations made by Artist—any benefits which are to be extended to existing tour sponsors secured by Artist will be the responsibility of and at the expense of the Artist. Artist agrees that Theatre may make an announcement prior to the performance to thank sponsors; Artist agrees not to thank their own tour or other sponsors without the express permission of Theatre.

Artist to supply publicity and promotional materials, ALL THAT ARE AVAILABLE: including press kits, CDs, DVDs, posters, flyers, ad mats, broadcast quality video (for news and advertising), and photographs (colour slides and black & whites, hi-res digital) no later than **DATE**. Artist agrees that Theatre may utilize any promotional materials supplied by the Artist for publicity and promotion of the performance upon signing of this offer. Unless otherwise agreed between Artist and Theatre, Theatre will only use images, audio and video clips supplied by Artist for purposes of promoting the performance.

This performance may be part of series programming

Artist agrees to secure all documentation required to perform in Canada, and will be responsible for securing non-resident withholding tax waiver, if applicable (if no withholding tax waiver is received, Theatres are required to withhold 15% of the fee paid to Artist – information slips suitable for a foreign tax credit would be provided); Theatres will assist Artist as much as possible in the application process for a tax waiver. This clause intentionally deleted.

Artist agrees not to perform live (events open to the public, including school performances) within 100km of Saint John, NB between the date of **DATE** and **DATE** without written permission of the undersigned on behalf of the Theatre

Artist and Theatre agree that there will be no cancellation clause accepted as part of this agreement other than a "force majeure" clause

Artist agrees to give first right of refusal for any workshops, masterclasses, or other outreach activities in the Saint John area to Theatre and/or a local Sponsor of this performance or series





Are you getting all this?

Artist agrees to be available to attend a post-performance reception (if requested by Theatre)

Artist agrees that for merchandise sales, Theatre will receive a commission of 15% if Artist sells, and a commission of 20% if Theatre sells. If Artist is affiliated with or supporting another charity, the charity may put a display in the lobby, subject to Theatre's approval in advance. If any items are sold, or given in exchange for a donation, Artist agrees that the regular merchandise commission will apply. Theatre will not provide complimentary tickets to any charity volunteers.

Theatre will produce a house programme for the performance. Content of the programme will be determined by Theatre; Theatre agrees to include up to 4 pages of content provided by Artist. The content appearing on the covers of the programme will be determined by Theatre.

If Theatres are paying for the cost of travel or shipping to New Brunswick and Artist adds additional performances at another venue as a result of such travel or shipping, all additional presenters or promoters (including Artist if self-presenting) must pay Theatres a pro-rated share (based on number of performances) of such travel or shipping.

Theatre will provide 10 (five pairs) complimentary tickets to Artist. Based on capacity of 860

You can indicate your acceptance of the above mentioned terms by signing below and returning the offer by fax to me at (506) #### or by email to ### @ XXXX.ca no later than:

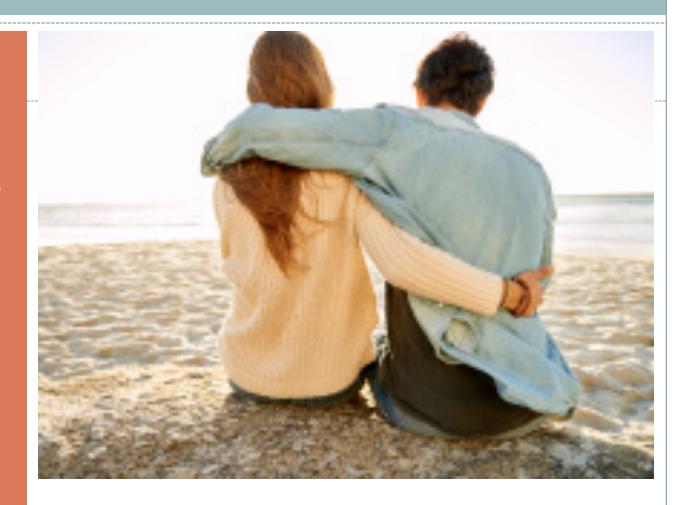
THIS OFFER IS VALID UNTIL DATE
(4:00 PM Atlantic)

(4:00 PM Atlantic)

# A Bit About Block Booking

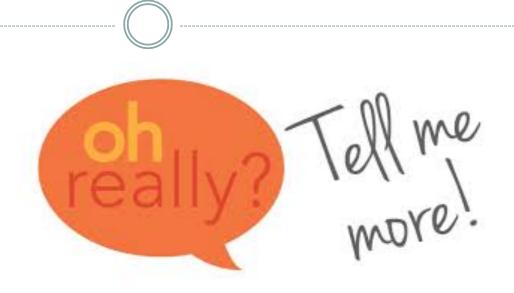
- A number of presenters send an offer together to an agent/artist
- Dates chosen for efficient touring
- Makes deal more attractive, can lower artist fees
- Best if "all or nothing" deal
- Important for all presenters to be fully committed and make offers realistic to asking fee
- May be done by network (APA, Ontario Presents)
- May be done by ad-hoc groups of presenters
- Block may also share costs of transportation, equipment rental

We are all in this together: presenters, networks, artists, agents and managers. We need each other to make this crazy business work.



It's all about relationships....

FEEDBACK SURVEY



Fill out the survey



Join us next week!



Join us next Wednesday...

**Title - Programming with Vision** 

Facilitator – Tim Yerxa (Fredericton Playhouse)

**Level – Intermediate** 

**Register now**