Who Should I Book?

basics of programming for your community

Tim Yerxa, September 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

Who Should I Book?

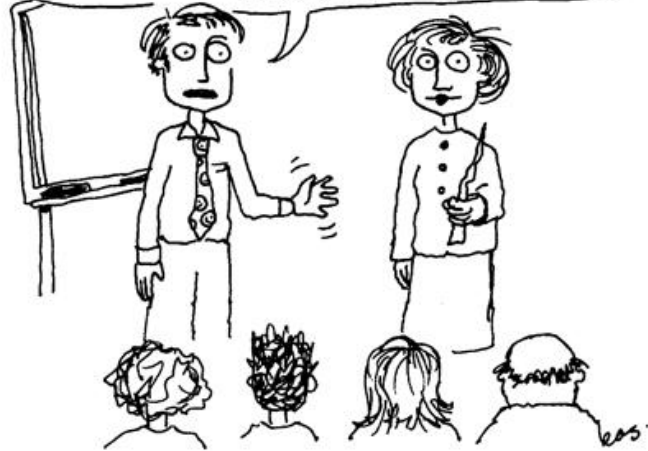basics of programming for your community

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Agenda

- Fundamental Questions – Connecting your work to mission
- Research and Discovery
- Resources and Tools
- Assessing Feasibility
- Agents, Managers & Block Booking

Asking Fundamental Questions

Why am I doing this?

Fundamental Questions

- Programming should be connected to organizational mission
- Put "WHY" at the centre of decision-making
  - Governance
  - Budget Planning
  - **Programming**
  - Marketing
  - Operations

Starting Point Decisions

- Decide **<u>what</u>** you want to program before **<u>who</u>** you want to program
- How will you make choices (individual, team)?
- What other opportunities/constraints will guide your choices?
- What resources will you dedicate to the process?

chat box:

WHAT RESOURCES EXIST TO HELP YOU FIND AND DISCOVER ARTISTS AND WORK TO PRESENT?

Resources

- Internet
- Media
- Colleagues/Networks
- Trusted "Tastes"
- Festivals
- "Arts Market" Conferences ("Contact")
- Agents & Managers

Assessing Quality

- How does it make YOU feel?
- Stage presence, virtuosity, production value?
- WHY would someone what to experience this?
- What IMPACT might it have on your audience/community?
- What else?

Assessing feasibility

- Does this speak to our mission?
- Does it meet our previously stated objectives?
- Can it happen? Under what circumstances?
- Is there a hook (connection) to exploit?
- What revenues/expenses could we expect?
- What risks are involved (financial, audience expectations, organizational)?
- What's the best/worst thing that can happen?

Agents and managers

They are not the bad guys.

AGENTS AND MANAGERS

- Are colleagues, not adversaries
- Work for the artist, not the presenter
- Have a mutual interest in successful engagements
- Are people (who value relationships)
- Appreciate honesty and transparency

COLLABORATIVE (Block) Booking

- Make touring more feasible
- Shares "judgement of quality" among peers
- Can reduce expenses

Fall in love with programming

- You are making a real difference in people's lives
- There is room for your own ego
- Many people would like to have your job
- Have fun

We need your feedback on this webinar!

https://www.surveymonkey.com/r/zphd5vt