

RAT-1400: CONCERT PROMOTION

Cuyahoga Community College

Viewing: RAT-1400 : Concert Promotion

Board of Trustees:

2008-05-22

Academic Term:

2008-08-23

Subject Code

RAT - Recording Arts & Technology

Course Number:

1400

Title:

Concert Promotion

Catalog Description:

This Course is a basic guide to concert promotion. Topics include concert planning, organization, partnering, booking, sponsorships, contracts, unions, radio, press, television, street teams, flyers, budgets, graphics, printing, promotion and sales strategies, performance rights organizations, insurance, security, governmental regulations, and setting up your own small business. Students will work as a team to produce an actual concert or concert series.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

2

Requisites

Prerequisite and Corequisite

None

Outcomes

Course Outcome(s):

A. Develop and implement a marketing, promotion and sales plan for a concert.

Objective(s):

1. 1. Identify and describe the key principles of concert promotion.
2. 2. Describe the physical stages of promoting a concert.
3. 3. Discuss how to obtain media and corporate sponsorships.
4. 4. Explain the elements of promotion preparation and implementation.
5. 5. Describe the process for graphics, radio copy, print ads and the internet.
6. 6. Develop a plan for setting up a concert promotion business.
7. 7. Complete a concert promotion budget.
8. 8. Outline a marketing, promotion and sales plan for a concert.

Course Outcome(s):

B. Work as a member of a concert production team.

Objective(s):

1. 2. Discuss performance rights organizations, unions, and governmental regulations.
2. 3. Explain the insurance and security process.
3. 1. Describe booking and talent negotiations.

Methods of Evaluation:

1. Worksheets and written assignments
2. Written exams
3. Student project
4. Evaluation of participation

Course Content Outline:

1. Overview: How the concert promotion business works
2. Pre-scheduling Preparation
 - a. Performance date options
 - b. Potential personnel and team identification
 - c. Venue selection
 - d. Artist considerations
3. Contracts, agreements and negotiation
 - a. Booking
 - i. Venue
 - ii. Artists
 - b. Performance Rights Organizations
 - i. American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music Incorporated (BMI), Society of European Authors and Composers (SESAC)
 - ii. Waivers
 - c. Unions
 - i. Stagehands Union
 - ii. Teamsters Union
 - iii. Musicians Union
 - d. Sponsors
 - e. Media
4. Concert personnel
 - a. Graphic designers, press release writers, radio copy writers
 - b. Street team and internet bloggers
 - c. Production manager / engineers / stage hands / loaders
 - d. Security, Police & Emergency Medical
 - e. Door personnel – ticket sellers, ticket takers
5. Contracts, production agreements, etc.
 - a. Venue agreements
 - b. Artist Contracts
6. Sponsors
 - a. Media
 - i. Newspapers
 - ii. Magazines
 - iii. Radio
 - iv. TV / Cable
 - v. Web
 - b. Corporate
 - i. Benefits
 - ii. Sales Techniques
 - c. Trade
7. Promotion
 - a. Identifying your audience
 - b. Promotional materials

- i. Press Releases
 - ii. E-Mails
 - iii. Blogs
 - iv. Flyers
 - v. Posters
 - vi. Postcards
 - vii. Invitations
 - viii. Telemarketing
 - ix. Radio
 - x. Television / Cable
 - xi. Web
8. Sales
- a. Tickets
 - b. Merchandise
9. Minding your own business
- a. Establishing the business
 - b. Business name
 - c. Government regulations

Resources

Morrison, Kevin. *Concert Promotion*. 1. ConcertPromotions.net, 2005.

Latimer, John. *Event and Concert Promotion*. Latitudes Music Publishing, Cleveland, 2008.

Abramson, Hal. *How Not to Promote Concerts Music Festivals*. 10th Ed. Rockville, MD:Hal R. Abramson, 2008.

Resources Other

www.billboard.com

www.pollstar.com

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Key: 3897