

RAT-1450: CONCERT TOUR PROMOTION

Cuyahoga Community College

Viewing: RAT-1450 : Concert Tour Promotion

Board of Trustees:

2008-05-22

Academic Term:

2008-08-23

Subject Code

RAT - Recording Arts & Technology

Course Number:

1450

Title:

Concert Tour Promotion

Catalog Description:

Comprehensive study of live concert tour and road management, and is intended for individuals interested in careers in live music production, recording artists, artist managers, booking agents and record company personnel. Topics include types of tours, budgets, accounting, logistics, tour coordination, interaction with other tour professionals, contracts and merchandising.

Credit Hour(s):

3

Lecture Hour(s):

1

Lab Hour(s):

4

Requisites

Prerequisite and Corequisite

None

Outcomes

Course Outcome(s):

A. Perform concert tour managements tasks including budgeting, contract development, itinerary development, and personnel management.

Objective(s):

1. Describe touring industry terminology
2. List music industry professionals linked to the touring industry.
3. Create, balance and reconcile a tour budget
4. Perform tour accounting
5. Understand a performance contract
6. Construct a tour itinerary for all tour personnel and related support staff
7. Hire, evaluate, and pay all road staff

Methods of Evaluation:

- A. Worksheetsw and written assignments
- B. Written exams
- C. Student project
- D. Evaluation of participation

Course Content Outline:

1. Touring venue levels
 - a. Small club tour
 - b. Large club tour
 - c. Theatre tour
 - d. Arena/Shed tours
 - e. Stadium tours
2. Professionals related to the touring industry
 - a. Booking agent
 - b. Publicist (independent and label)
 - c. Manager
 - d. Business manager
 - e. Travel agent
 - f. Logistics and transportation support staff (buses and trucks)
 - g. Promoter personnel (promoter, promoter rep, production manager)
 - h. Production suppliers
 - i. Lighting
 - ii. Sound
 - iii. Video
 - i. Record label personnel
 - i. Radio promotions
 - ii. Marketing
 - iii. Product manager
 - j. Merchandise company and/or supplier
3. Coordinating the tour
 - a. Pre-tour assembly
 - i. Salary and per diem negotiation
 - ii. Duties performed
 1. Tour or road management only
 2. Live sound
 3. Road crew
 4. Merchandise vendor
 - iii. Payment methods
 1. Weekly
 2. Bi-weekly
 3. Direct deposit
 4. Cash on the road
 - iv. Salaried employee or sub-contractor
 - v. Tour dates, promoter information and venue information
 1. Gathering information
 - a. Band's management company
 - b. Booking agent
 - vi. Creating a tour budget
 1. Band's management company
 2. Business manager
 3. Accountant
 - vii. Travel agent
 1. Your decision
 2. Band's management company
 3. Business manager
 - viii. Transportation and logistics
 1. Bus company and/or van rental company
 - a. Your decision
 - b. Band's management decision
 - c. Business manager's decision
 2. Trucking company

- a. Your decision
 - b. Band's management decision
 - c. Business manager's decision
- 3. Trailer rental
- ix. Hiring and evaluating road crew/technicians
 - 1. Your decision
 - 2. Band's management decision
- x. Creating a technique for advancing tour dates/shows
 - 1. Development of an advance sheet for the shows
 - a. You send out
 - b. Included into contract as part of the production rider
 - 2. When to make your calls
 - a. Variable relating to the following
 - i. Type of venue (club, theatre, arena)
 - b. Type of show (radio show, support slot)
 - 3. Making the calls
 - a. Advancing Personnel
 - i. Promoter
 - ii. Promoter rep
 - iii. Caterer
 - iv. Merchandising person
 - v. Sound contact
 - vi. Lighting contact
 - vii. Stage manager
 - viii. Promotions director
 - b. The advance sheet
 - c. Follow up/confirmation
 - i. E-mail of the advance sheet
 - ii. Faxing your advance sheet
 - 4. Tour merchandiser, agent or company contact
 - a. Tour information exchange
 - b. How many items will be on sale
 - c. How much room on transport vehicles will be needed\
 - d. Commerce in Foreign countries
 - e. Sales personnel
 - f. Sales report accountability
 - g. Merchandise re-ordering
 - 5. The itinerary/tour book
 - a. who makes it?
 - i. tour manager
 - ii. management company
 - iii. companies that special in tour itineraries (have to send them all the compiled info)
 - iv. travel agent
- b. Maintaining the tour
 - i. Continuing your advance work
 - 1. Daily calls to touring support personnel
 - a. Promoter
 - b. Promoter representative
 - c. Caterer
 - d. Merchandising person
 - e. Sound contact
 - f. Lighting contact
 - g. Stage manager
 - ii. Calls to touring professionals
 - 1. Manager
 - 2. Booking agent
 - 3. Publicist (label or independent)
 - iii. Daily accounting

1. Credits and debits
2. Computer
3. Journal
4. Show settlements/getting paid
5. Ticket/box office statement
6. Show expense compilation
7. Evaluation of receipts

Resources

Passman, Donald. *All You Need to Know about the Music Business*. 6th. NYC: Simon Schuster, 2006.

Frascogna Jr., Xavier M Hetherington, H. Lee. *This Business of Artist Management*. 4th. NYC: Billboard, 2004.

Krasilovsky, M. William Shemel, Sidney. *This Business of Music*. 10th. NYC: Watson-Guption, 2007.

Brabec, Jeffrey Brabec, Todd. *Music, Money and Success*. 5th. SMT, 2006.

Halloran, Esq., Mark. *The Musician's Business and Legal Guide*. 4th. Upper Saddle River:Prentice-Hall, 2007.

Daqvison, Marc. *All Area Access, Personal Management for Unsigned Musicians*. 1st. Milwaukee:Hal Leonard, 1997.

Top of page

Key: 3898