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Working with venues, personnel, booking, promoting, marketing, publicity, public relations, financial management, and much more are covered in this indispensable one-volume resource.

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This Business of Concert Promotion and Touring

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The definitive book on the business of concert touring. Written by a long time Billboard journalist, this book tells you not only how a tour is put together, but examines the financial deals that affect the promoter, the booking agent and the band.

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This Business of Concert Promotion and Touring is the first to focus on that all-important business aspect, from creating a show, to selling a show, to organizing the show, to staging the show.

Working with venues, personnel, booking, promoting, marketing, publicity, public relations, financial management, and much more are covered in this indispensable one-volume resource.

Amazon.com: This Business of Concert Promotion and Touring ...

An effective promotion of a concert or event is integral to its success, so in-depth research must inform your marketing strategy.

How to Market & Promote Concerts & Events | Your Business

5.0 out of 5 stars A good book to understand the concert promotion

Read Free This Business Of Concert Promotion And Touring A Practical Guide To Creating Selling Organizing And Staging and touring business in general. Reviewed in the United States on April 6, 2014. Verified Purchase. I think it is a good book to understand how the overall concert promotion and touring business works. It is good for both starting musicians and people who want to work in music ...

Amazon.com: Customer reviews: This Business of Concert ...

A concert promoter business plan should have a three-year profit and loss statement, cash analysis, balance sheet, breakeven analysis, business research page, and a very well-developed marketing plan that will be used in conjunction with both obtaining clients will consist of musical artists and groups as well as how to market specific events to the general public.

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The concert promoter is responsible for every detail from
connecting the right act to the right venue and negotiating a
financially-viable event contract, to managing transportation, to
getting tickets sold, to making sure the stage and equipment is
properly set up. Being a concert promoter is not a role for those who

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What Is A Concert Promoter And How Do I Become One?

This Business of Concert Promotion and Touring is the first to focus on that all-important business aspect, from creating a show, to selling a show, to organizing the show, to staging the show.

Working with venues, personnel, booking, promoting, marketing, publicity, public relations, financial management, and much more are covered in this indispensable one-volume resource.

This Business of Concert Promotion and Touring - Carnegie ...

As the promoter, you will be expected to know everything there is to know about the concert in the event anyone should ask. Identify the location, date and time of the concert. Make a list of performers

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and gather marketing information and resources like pictures and videos for each.

How to Promote a Concert: 12 Steps (with Pictures) - wikiHow

Profitable concert promoters understand the balance between successful promotion, price and overall sales. Creating successful marketing strategies for concert tickets requires a strong knowledge of the local market and the overall demand for the band, lineup or festival. Maximizing price, sales and location and minimizing marketing costs will result in higher profits and a successful concert.

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