

## **‘TOP OF THE MAP’ 2010 Live Entertainment Best Practices:**

- 1.) If you are working with a promoter, **get to know the promoter.** Ask for references from previous shows. Check the references and ask if the venue would be willing to work with that promoter again. If you are not familiar with booking certain types of acts, then network with someone who is more familiar with the genre. Consult with establishments that have experience successfully hosting events for the specific music genre.
- 2.) **Research the headline act.** All headline acts should have a press kit which includes music samples, photos, previous show listings, and a bio. Check the content and see if it adheres to the vision of your establishment. You might also consider asking radio stations about the artists and promoters.
- 3.) **Offer a diverse music set.** Offer different types of shows and aim for a diverse demographic. If you do the same genre over and over again, you may attract the same crowd which may result in future problems.
- 4.) **Market to a wide audience.** The more diverse the crowd, the less likely you are to have problems. If you are distributing flyers, don't focus exclusively on certain areas or certain populations.
- 5.) **Market carefully.** Carefully review all promotional materials for your establishment to assure that they adhere to your establishment's vision.
- 6.) **Create your own set of rules that every promoter/artist has to follow.** For example, decide if there will be a dress code, and if so, make sure it is enforced consistently. If applicable, consider putting rules into a contract.
- 7.) **Recognize the difference between live music performances and DJ parties.** Live performances are typically marketed more aggressively and may bring in a much larger crowd than anticipated. As a general best practice, do not over-load the capacity of the venue.
- 8.) **Security.** Hire your own licensed and bonded security personnel. If working with a promoter, you may ask the promoter to contribute to the security costs. Make sure that security staff is clearly identifiable.
- 9.) **Anticipate your crowd.** For example, ask about the projected age of the crowd. If you anticipate large numbers of underage people in a venue that serves alcohol, staff accordingly and consider implementing policies that may prevent problems, for example, a policy stating that all underage patrons caught drinking will be asked to leave and any cover charge will not be refunded.
- 10.) **Alert police** if you are anticipating larger than usual crowds and encourage them to do a quick walk through.