



# HOW TO CONCERTS

## TOUR MANAGER IS HANGRY

Have you ever experienced crazy artist rider requests or a crabby tour manager?

### WHAT IS AN ARTIST RIDER?

A rider is a list of needs and wants. Typically, almost EVERYTHING on an artist rider is negotiable.

### REMEMBER

- With touring comes unpredictability.
- Artists are exposed to TONS of germs daily.
- Life on the road is not as glamorous as you think.
- Small details like hospitality can be the tipping point for an artist. It can be the difference between a good day and a bad day, and the difference between sickness and health.

### HOT BUTTONS

- Alcohol – no, as a university you do not have to provide it. BUT be clear about the rules.
  - If a runner is 21, can the artist give them cash to purchase?
  - Does it need to stay offstage?
  - Does it need to stay out of the building?
- Clothes – if they are asking for socks, underwear, and t-shirts, consider their lifestyle. Think about performing in a t-shirt that was performed in yesterday.

### ADVANCE ADVANCE ADVANCE

- Make sure you're working from the most updated riders! Things can change quickly. Don't waste time working from old riders. Always ask the tour manager for the newest version.
- Ask about dietary restrictions/allergies – you don't want to be the one that gives Lil Wayne an allergic reaction. (I don't think Lil Wayne even has allergies, but you get the point.)
- Ask the tour manager if there is anything on the rider that is no longer needed, in order to reduce waste.
- Don't hesitate to ask if there is anything they have a craving for. Example – Bo Burnham asks for a cheese pizza on his rider. Please ask this poor man if he'd like something else for a day.

### DAY OF SHOW ETIQUETTE

- Delegate ONE lead hospitality person, maybe two.
- Name of the game is “how can we fix it?”
- Never run out of caffeine, water, or towels.

### SHOW THE LOVE

- Provide welcome signs, general signage telling people where to go.
- Greet artists and their team with a smile.
- Leave some school apparel in dressing rooms.
- Gum, mints, candy, nuts, snacks (in a basket).
- Movies, video games, tv, etc. in the green room.
- Make dressing rooms comfy.
- Put show posters and sharpies in dressing room in hopes that artists will sign them.
- Lists of contacts and nearby services (laundromat, music store, workout facilities, masseuse).

Great hospitality doesn't have to cost a fortune, but it can make you stand out!