HOW TO CONCERTS

SHOW DAY 101

TERMS, ORGANIZATION, & ETIQUETTE

TERMS

Contract: The document that was signed by both parties and commits both parties to their obligations. It is helpful to have it handy to refer back to it if you need to.

Rider: A list of negotiable needs and terms that "rides" along with the contract and is considered part of the contract. A production and hospitality rider contains lists of necessary or desired items to produce a great show.

PA: Shorthand for your audio system – microphones, speakers, subs
- **Speaker** – for mid/high pitch frequencies; are either stacked on the stage or flown in the air
  - **Line-array** – a stack of speakers; usually flown in the air or stacked on the stage
- **Subs/Subwoofer** – for low frequencies like bass; are usually on the ground or close to it

LD – Lighting Designer/Director for the show
VJ – Video Jockey; person in charge of the video visuals at the event
Backline – Instruments and amps, cables, etc. all connected to the instruments

Pit: The area between the artist & audience – usually between the barricade and the stage, or a lowered stage apron.

Runner : This is a person (with a vehicle, not physically running) dedicated to driving to get miscellaneous things – grocery items, cables, personal needs, or driving the bus driver to a nearby hotel.

Photo/Video Policy: Refers to the artist's preferences for when media can photograph or video the event. It's important to the artists that media doesn't distract from their show, and catch the artist at their best. A typical photo policy example is "Pro cameras allowed for the first 3 songs from the pit, no flash, no stage access." Or "Video allowed for song #2 only."

Merch Rate: How you plan to split any merchandise proceeds. A very common split is 80/20 – which means 80% of merch proceeds to go to the artist, 20% to the buyer. However, colleges often allow artists to keep 100% of their merch proceeds.

ORGANIZATION

Team organization: Decide who is in charge of what. Present an organized list of contact names with cell numbers. Various jobs may include hospitality coordinator, runner, production lead/stage manager, media contact, and staff/student event leads.

PRO TIP

The main concert chair or main staff person should not also be a runner if you can prevent it. They should delegate all other tasks in order to be available for questions all day.

ETIQUETTE

First impressions: Treat every person in the tour party like you are welcoming friends into your home.
- **Greeting the bus driver:** Give accurate parking directions and be available for calls in case they have issues.
- **Greeting the artist:** *Keep. It. Together.* Treat them professionally, courteously, and kindly. PUT YOUR PHONE AWAY. It is NOT time to ask for a photo.

Green Room / Dressing Room: Make things look welcoming.

- Use baskets.
- Pre-wash and fold towels unless they ask for brand new.
- Hang a nice sign or leave a welcome note.
- Read the entire rider.

Privacy is Important! Treat a dressing room like an artist's bedroom. Knock first and wait. Limit who is going in/out, especially now. Station security at any backstage entrances to check passes.

Hospitality: Try to provide what you can. Simple google searches can help.

Alcohol, drugs, etc. These are not expected to be purchased by college campuses, but make sure to tell artist teams whether it is / is not allowed in the space. If you are a dry campus, that is different than a "wet" campus that can send a runner with the artist team's cash to purchase.

Photographers/Media: Make sure they abide by the artists wishes. When in doubt, ask your middle agent or the tour manager – NOT the artist.

OKAY TO PHOTOGRAPH	NOT OKAY TO PHOTOGRAPH
• At approved times during the performance	• Backstage, or in green/dressing room
• At the meet and greet	• During sound check
• If you specifically scheduled a time for a media interview or photograph	• When artist is just hanging out or prepping for their set
• When you've asked for permission	• Paparazzi style
• Your own team	• Within the way of their tour photographer

Meet & Greet: Coordinate the time and details in advance. Often the artist has a preference on whether this happens pre or post show. Usually a M&G consists of the working/volunteering students/team. If you want to give away M&G spots as a contest, this must be pre-approved. Right now, because of covid, most artists are not listing a M&G as a contractual obligation and only as something to advance if all parties are comfortable.

Examples of going the extra mile:

- Finding out what the artist team's favorite food is and getting the best local version of that
- Providing campus swag – t-shirts or jerseys in their size – in the dressing room for them
- Leaving a binder of local menus, resources including laundromats, fun places to visit
- Decorating the green room – fun lights, pillows, a light up sign
- Find out in advance how to get them access to a gym or workout facility

Finishing Strong:

- Thank everyone!
- Have security walk any artist team member to their vehicle.
- Try as best you can to pay the artist team onsite, AFTER their performance.
- If the day didn't go well, let them know what the follow up will be. (Not happy? Discuss privately with the tour manager or have your middle agent do this.)