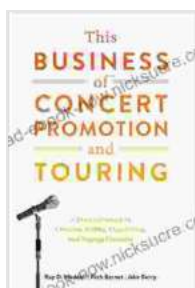


# The Ultimate Practical Guide to Creating, Selling, Organizing, and Staging Successful Concerts

Concerts are a powerful way to connect with your audience and share your music with the world. But putting on a successful concert takes a lot of planning and hard work. This comprehensive guide will cover everything you need to know about creating, selling, organizing, and staging concerts, including tips on budgeting, marketing, and crowd management.

## Creating a Concert

The first step in creating a concert is to develop a concept. What kind of concert do you want to put on? Will it be a one-night-only event or a multi-day festival? What kind of music will you feature? Once you have a concept, you can start to book artists and venues.



## This Business of Concert Promotion and Touring: A Practical Guide to Creating, Selling, Organizing, and Staging Concerts by Ray D. Waddell

★★★★☆ 4.5 out of 5

Language	: English
File size	: 1505 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 302 pages

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## **Booking Artists**

When booking artists, it's important to consider their popularity, availability, and budget. You'll also need to negotiate a contract that outlines the terms of their performance, including their fee, travel expenses, and production requirements.

## **Booking Venues**

The next step is to book a venue for your concert. When choosing a venue, you'll need to consider its size, location, and amenities. You'll also need to make sure that the venue is available on the dates you want and that it meets your budget.

## **Selling Tickets**

Once you have booked your artists and venue, it's time to start selling tickets. There are a number of different ways to sell tickets, including online, through a box office, and through local retailers. You'll need to decide which method is best for your concert and set up a ticketing system.

## **Online Ticketing**

Online ticketing is a convenient way to sell tickets to your concert. There are a number of different online ticketing platforms available, so you'll need to choose one that meets your needs and budget.

## **Box Office Ticketing**

Box office ticketing is another popular way to sell tickets to your concert. Box offices can be located at the venue or at other locations around town. You'll need to staff your box office with friendly and knowledgeable staff

who can help customers purchase tickets and answer any questions they may have.

## **Local Retail Ticketing**

Local retail ticketing is a great way to reach a wider audience for your concert. You can sell tickets through local retailers such as record stores, music stores, and convenience stores. You'll need to contact local retailers and ask if they are interested in selling tickets to your concert. You'll also need to provide them with marketing materials such as posters and flyers.

## **Organizing a Concert**

Once you have sold your tickets, it's time to start organizing your concert. This includes everything from planning the stage layout to hiring staff and security.

## **Planning the Stage Layout**

The stage layout is an important part of any concert. You'll need to decide where the stage will be located, how big it will be, and what kind of equipment you will need. You'll also need to consider the sightlines for the audience and make sure that everyone has a good view of the stage.

## **Hiring Staff and Security**

You'll need to hire a number of staff members to help you run your concert, including stagehands, security guards, and ticket takers. You'll also need to hire medical staff in case of any emergencies.

## **Staging a Concert**

The day of the concert is finally here! It's time to put all of your planning and hard work into action.

## **Setting Up the Stage**

The first step is to set up the stage. This includes assembling the stage, setting up the sound system, and lighting the stage. You'll need to make sure that everything is in place and working properly before the show starts.

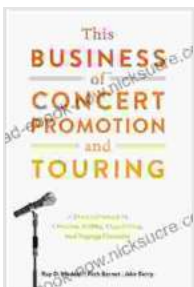
## **Managing the Audience**

Once the stage is set up, it's time to start managing the audience. This includes crowd control, security, and emergency response. You'll need to make sure that the audience is safe and that everyone is having a good time.

## **The Performance**

The performance is the culmination of all of your hard work. This is when the artists take the stage and perform for the audience. You'll need to make sure that the sound is good, the lights are working, and that the audience is engaged.

Putting on a successful concert takes a lot of planning and hard work, but it's also an incredibly rewarding experience. By following the tips in this guide, you can create a concert that your audience will love.



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