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## **This Business of Concert Promotion and Touring by Ray D ...**

This Business of Concert Promotion and Touring A Practical Guide to Creating, Selling, Organizing, and Staging Concerts (This Business of) This edition published in October 2, 2007 by Billboard Books

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Starting a Promoter Business An entertainment promoter in industries like music, wrestling, and sports is an individual or company in the business of marketing and promoting live entertainment events such as concerts/gigs, sports events, professional wrestling (wrestling events), festivals, raves, and nightclubs..

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When an artist shows up at a record store, promotes both the concert and the album, and possibly offers a brief performance. Tour Publicist A public relations professional hired to maximize exposure.

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This Business of Concert Promotion & Touring is a practical guide to creating, selling, organising and staging concerts. It's a nuts and bolts book that addresses not only the business side of concert promotion, but the technical and artistic sides as well.

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Concert promoters, national and international promoters, colleague buyers, club buyers, venue and performing arts center buyers, fair and festival buyers, casino buyers and private buyers. What are Hard Ticket Talent Buyers? Are known as concert promoters, they expect ticket sales to cover the cost of buying talent in a venue.

## **THIS BUSINESS OF CONCERT PROMOTION AND TOURING CHAPTER 9 ...**

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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 can't focus on the details.

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

This Business of Concert Promotion and Touring: A Practical Guide to Creating, Selling, Organizing, and Staging Concerts Hardcover – Oct. 2 2007 by Ray D. Waddell (Author), Rich Barnet (Author),

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