

Promoting a Howard Jones gig

Putting on a gig can be a great experience!

There is a fair amount of effort and time involved in putting on a gig. It is not all toil and stress though. We both put in a lot of hard work into making our gigs a success, but at the same time we had tremendous fun, met some great people, made some new friends, learnt a lot and the sense of satisfaction was wonderful.

This guide is not intended to be comprehensive, but some helpful hints based on our personal experiences from Cheltenham and Barnsley.

Best of luck!

Paul and Andy

A Note of Caution

This is not intended to put you off - but do please bear in mind that as a promoter you are personally responsible for ensuring the success of the event, the booking of the venue and the artist, ticket sales, the finances, promotion, all the organisation and coordination. If ticket sales are not good you will have to make up any shortfall against the costs, if tickets sell well you could make some money!

Timing

Try and give yourself around 6 months to get your gig organised and promoted. Anything less than 4 months and you are probably being optimistic that you can get everything organised and the tickets sold. Gigs which take place on a Friday or Saturday will generally be better attended than those held on other nights.

Financials/Money

Gigs can make a profit or a loss. The promoter is responsible for this. Put together a budget listing all the costs and the expected income to ensure that the venture will be economic. The financial success will be dependent on the ticket price, the number of tickets sold and the costs incurred in putting on the gig.

Artist availability /Contracts

You will need to check availability of the artist first and then check these dates with your chosen venue. This can be a little tricky to coordinate – be patient! Once you have an agreed date you will normally be required to enter into contracts with the artist, the venue and any company that will be supplying people or equipment for the gig. Pay particular attention to all the clauses and requirements in these contracts – as the promoter you will be expected to meet all of these. Remember - these contracts are legally binding!

Venue

Select a venue that meets the requirements of the gig. Acoustic gigs are best seated, electronic gigs are arguably better predominantly standing (with some seating). Purpose built venues with tiered seating, lighting, public address (PA) system and a stage will typically provide most things that are needed to put on a gig. This can make your job much easier. Venues such as hotels or other halls may require you to source all the equipment and people. Check the venue's policy on people under the age of 18 and facilities for disabled.

What you will need to pay for:

- The artist's fee
- The artist's rider (drinks etc. for the dressing room)
- The venue
- Performing Rights Society (PRS) 3.5% of gross ticket sales
- Box office and ticketing facilities

What you might need to pay for:

- Stage, if one is not provided by the venue
- Lighting rig and possibly a lighting engineer
- PA (comprising mixing desk, amplifiers, microphones etc) and a sound engineer
- Credit card fees from ticket purchases

- Artist or personal guest list tickets
- Security personnel
- Insurance for the event
- VAT is typically due on everything – please allow for this in your budget!

Box office costs can be quite high. If the venue provides a box office facility, it will make ticket sales much easier. Alternatively, there are online box offices or places like some music shops may offer a service. The tickets and box office service will cost money. This is either paid by you the promoter or by the purchaser. Booking fees and credit card costs can be added to the ticket price to cover these costs. Now you know what those extra fees are which you have to pay each time you purchase a ticket!

Promoting the Gig

A gig will only be successful if people know about it. Promoting the concert is the single most important thing on which you should dedicate your time and energy. Simply because your gig is advertised on the internet or at the venue does not mean that people will buy tickets or turn up! Get the message out there, far and wide!

Promotion ideas

We found that many media sources seem to struggle for news. If you can make it as easy as possible for the web sites, magazines etc. you can be sure of getting some promotion for your gig.

- *Internet sites*
Listings are often free at most sites. Get it out there as widely as possible.
 - Music
 - Gig listing
 - What's on directories
 - Social networking sites e.g. facebook etc.
- *Media*
Consider setting up interviews with radio, newspapers and magazines. You can offer tickets for the gig as a competition – this is great promotion. Write a press release, and send this out to all the local and regional channels. See below for an example.

You can also point them to the biography and pictures on www.howardjones.com, and you may also consider writing a fact sheet – see below.

Try and contact the entertainment or features editors when contacting magazines. When getting in touch with the radio stations try and target those presenters that play music of the same genre.

- Radio
 - Newspapers and magazines, including free magazines
 - Listings magazines and whats on guides
 - News agencies or syndicates
 - Listings of your local media resources are often available on the web e.g. www.mediauk.com
- *Posters and flyers*

Limited quantities of A3 posters and flyers are available from FML. Additional quantities are available at cost. You can also consider printing your own flyers or post cards. You can get 100 postcards printed at www.Vistaprint.co.uk using one of their special offers for about £4.

 - Distribute your material in other venues, bars, clubs, social clubs, shop windows, notice boards, pubs, cafes, music shops, instrument shops
 - Material will be picked up, discarded or hidden away by people promoting other shows, you might need to regularly replenish the supplies of the flyers that you leave in public places.
- *Venue promotion*
 - Does the venue have a listings magazine, poster sites? Does it have reciprocal agreements with other venues?
- *Word of mouth*

Remember to tell all your family and friends, and get them to tell all their friends too! You will find that people expect free tickets – take a view on this. Would you personally pay for a ticket for the person that is asking for a free one?
- *Other ideas*
 - Sell some tickets on ebay
 - hand out flyers at the end of other gigs

A polite word of advice on marketing and promotion! Most people working in the media industry are bombarded with press releases and information from all manner of sources, events, corporate etc.

Expect to follow up with editors, radio presenters, features writers etc. If your email or call is not returned – call them again!

There are many other sources of information on the web – take a look around and see what other advice and suggestions are available. Here is one useful resource

www.hi-arts.co.uk/promoting_page1.htm

PRESS RELEASE

Howard Jones plays full gig in Cheltenham for the first time in his 25 year career

Howard Jones, best known as an 80's synth pop icon is playing his first full acoustic gig in Cheltenham on Saturday April 26th at the Cheltenham Town Hall.

This intimate acoustic performance will feature Howard Jones on piano and vocals, accompanied by the talented Robin Boulton on acoustic guitars and will showcase many of Jones' hits, interspersed with humorous anecdotes from his 25 year career.

In the 80's and early 90's Jones was a major recording artist in the UK and throughout Europe. He also went on to find fame in Japan, Australia and the US with a string of hits such as 'What Is Love', 'New Song', 'Pearl In The Shell', 'Like To Get To Know You Well', 'Everlasting Love', 'Things Can Only Get Better', 'No-one is to Blame' and not forgetting 'Hide And Seek' which he performed at the 1985 London Live Aid concert.

Whilst Jones may appear to have been out of the mainstream eye since then, he has continued to write and produce music, releasing a dozen albums since that time, many of which eclipse his better known work. He has recently worked with artists as diverse as Ringo Starr, Ferry Corsten, Eric Prydz, The Sugababes and Sandie Shaw.

Jones' performance of 'Tiny Dancer' at Elton John's 50th birthday tribute concert at Carnegie Hall in October 2007 received a standing ovation. He has achieved acclaim as the only artist to debut at No 1 in the worldwide podcast download chart with over 750,000 downloads of the track 'Building our own Future'.

Howard Jones plays Cheltenham / continued.....

With a large and loyal worldwide fan-base and album sales in excess of eight million, this consummate musician and writer has maintained an admirable independence, writing, recording, performing in the way only he knows how. Jones has proved that he is one of the most talented writers and performers out there. His independent attitude and his ability and willingness to take risks ensures that he continues to operate on the cutting edge of today's music.

You can listen to an acoustic track from the recently released "Live in Birkenhead" album at www.myspace.com/howardjonesmusic

Tickets for the gig are available from the Cheltenham Town Hall Box Office on 01242 227979, by email boxoffice@cheltenham.gov.uk in person, or online at www.cheltenhamtownhall.org.uk/whatson-full.asp?ID=523

[Hi res press images are available from www.howardjones.com/press/index.html](http://www.howardjones.com/press/index.html)

For more info on Howard contact:

David Stopps
Friars Management Limited / dtox Records Ltd

t: 01296 xxxxxx

m: xxxxx xxxxxx

e: davidstopps@fmlmusic.com

The Official Howard Jones Website: www.howardjones.com

For more info on the gig or to request an interview contact:

Paul Harris

m: xxxxx xxxxxx

e: PaulH@rris.co.uk

Example promotional fact sheet

Fifteen facts you might not know about Howard Jones...

The classic 'No One Is To Blame' which reached No.1 in the U.S. singles chart has had over 3 million radio plays in the USA.

Howard co-wrote and co-produced the track 'Blue' from the Sugababes UK platinum album 'Angels with Dirty Faces'.

In 1986 Howard was voted Keyboard Player of the Year in Rolling Stone magazine.

The former Beatles drummer Ringo Star invited Howard to play keyboards on his tour of USA and Canada in the summer of 2001.

Howard performed 'Hide and Seek' at Live Aid in 1985 to 1.9 billion viewers in 150 countries and which has featured on the Live Aid DVD released in 2006.

In November 2006 Howard went straight in at No 1 on the worldwide podcast countdown chart. The track 'Building our own Future' remained at No 1 for 3 weeks and has had over ¾ of a million downloads. No other artist has ever been No 1 on this chart for 3 weeks and no other artist has come straight in at No 1 on the first week.

Howard and famed 60's artiste Sandie Shaw re-recorded her signature track "Puppet on a string" which was released through her website as "Puppet's got a brand new string". Sandie considers this as a definitive version.

Howard is a classically trained pianist.

In 2000 Howard was part of the Nokia 'Night of the Proms' tour of Europe with a 72 piece orchestra and a 50 piece choir.

Howard was one of the first artists to record a gig, produce album artwork, duplicate and sell the live CDs straight after the gig!

His worldwide album sales to date exceed eight million.

Three albums 'Working In The Backroom', 'Piano Solos for Friends and Loved Ones' and 'Piano Solos for Friends and Loved Ones volume 2', on his own dTox label, are only available at his live concerts and on his website www.howardjones.com.

The Eric Prydz version of Howard's track 'Things Can Only Get Better' was re-titled 'And Do You Feel Scared' and featured on the 2006 FIFA World Cup video game.

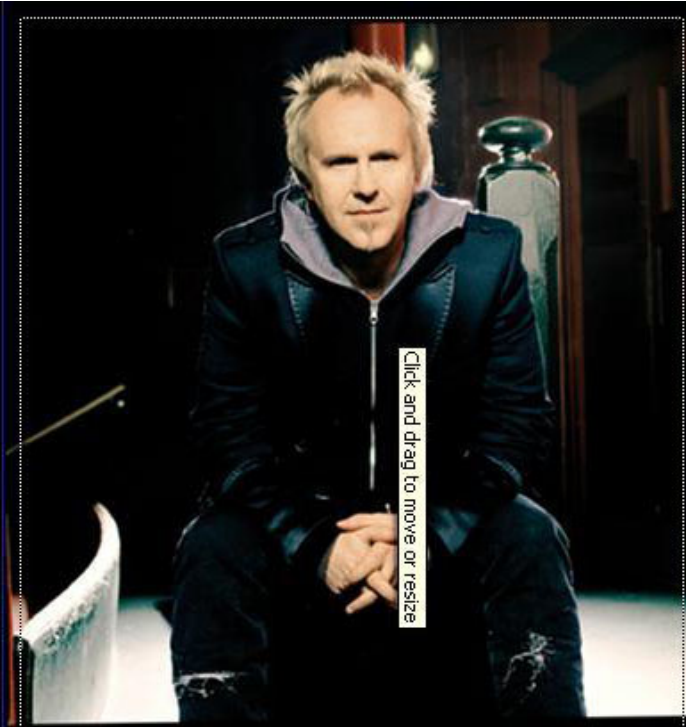
Howard appeared on the UK and the US TV show 'Hit Me Baby One More Time'. In the NBC on-line viewers poll, Howard was voted No 1 on the show.

A special Simlish version of 'Things Can Only Get Better' featured on the best selling computer game 'Sims 2'.

For more info on Howard or to request an interview contact: David Stopps
Friars Management Limited / dTox Records Ltd
t: 01296 xxxxxx, m: xxxxx xxxxxx
e: davidstopps@fmlmusic.com

The Official Howard Jones Website: <http://www.howardjones.com>

Example promotional post card



Click and drag to move or resize

An acoustic concert with
Howard Jones
accompanied by Robin Boulton
Saturday 26th April at 8pm, Cheltenham Town Hall
see cover for further details

An acoustic concert with
Howard Jones
accompanied by Robin Boulton

Saturday April 26th 2008

Doors open 7pm. Howard Jones on stage at 8pm.

Tickets are £16 each and are available from Cheltenham Town Hall.

t: 01242 227979
w: www.cheltenhamtownhall.org.uk
e: boxoffice@cheltenham.gov.uk
or in person from the box office.

"Howard Jones is an instantly recognisable icon of 80's synth pop. He successfully fused his outstanding song writing talents with an array of technology to score a string of worldwide hits including 'New Song', 'What is Love?' and 'No one is to blame'.

Synthesisers apart, Jones is a classically trained pianist and released 3 albums in 2007, including 'Piano Solos volume 2'.

This intimate acoustic performance will feature Howard Jones on piano and vocals, accompanied by the talented Robin Boulton on acoustic guitars and will showcase many of Jones' hits, interspersed with humorous anecdotes from his 25 year career.

These shows have received rave reviews. Not to be missed!"

There is a £1.50 booking fee per order for tickets ordered on the internet

Example Email to Media

Dear Tanya,

Howard Jones plays acoustic gig at Cheltenham Town Hall on Saturday 26th April 2008

Please find attached a press pack on Howard Jones first full gig in Cheltenham - included is a press release, biography, 15 facts you might not know and some pictures.

I am currently organising telephone interviews and wondered whether you would be interested in speaking with him?

Howard as you may know is best known as an 80's synth pop icon. He has released many albums since that time, many of which eclipse his better known work and he has very recently worked with artists as diverse as Ferry Corsten, Eric Prydz, The Sugababes, Ringo Starr and Sandi Shaw. He recently performed at Elton John's 50th birthday tribute at Carnegie Hall. Jones is the only artist to debut at No 1 in the worldwide podcast download chart with 750,000 downloads of the track Building Our Own Future.

If you are interested in speaking with Howard, running an article or even a competition please contact me ASAP, many thanks.

With best regards,

Paul