1. Record Nr. UNINA9910821586703321

Autore Atkins Martin <1959->

Titolo Tour:smart : and break the band / / Martin Atkins

Pubbl/distr/stampa Chicago, III., :: Smart Books, 2007

ISBN 1-55652-966-X

Edizione [1st ed.]

Descrizione fisica 1 online resource (591 p.)

Disciplina 659.1978

659.2978 780.23 780.78 799.1

Soggetti Concert tours - Management

Musicians - Travel Music publicity

Music trade - United States

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Note generali Includes index.

Nota di contenuto Front Cover; Table of Contents; Chapter 1 Why It Is Essential To Tour;

Chapter 2 Building Blocks: Basic Concepts And Ideas; Chapter 3 Planning And Routing: Saved By Geography; Chapter 4 Transportation: Broken Down; Chapter 5 Stories From The Front Line #1; Chapter 6 Good Advice From Baaad People; Chapter 7 Promoters And Venues In Their Own Words; Chapter 8 Contracts; Chapter 9 Riders; Chapter 10 Booking: Diy Vs. Agents; Chapter 11 Marketing I: Revenue Streams; Chapter 12 Merchandising: The Engine; Chapter 13 Budgets: Do It On

Paper

Chapter 14 Press And Publicists: An Inside PerspectiveChapter 15 Street Teams; Chapter 16 Mailing List: Every Person Counts; Chapter 17 Marketing Ii: Using The Web; Chapter 18 Radio: Get Heard; Chapter 19 Record Stores; Chapter 20 Guest List; Chapter 21 Marketing Iii: Creating Your Own Event; Chapter 22 Good Advice From Baaad People #2; Chapter 23 What To Pack: Accessories And Attitude; Chapter 24 How To Get A Better Live Sound; Chapter 25 Crew And Production; Chapter 26 Scenery And Stage Decoration; Chapter 27 So You Want To

Be A Tour Manager (You Crazy F*@#!)

Chapter 28 Stories From The Front Line #2Chapter 29 Itineraries And Day Sheets; Chapter 30 Settlement: Getting Paid Is A Blood Sport; Chapter 31 Accounting: Rust Never Sleeps; Chapter 32 Management: What Do I Get?; Chapter 33 Soundscan, Pollstar, And Other Data; Chapter 34 Excel Basics; Chapter 35 Software That's As Hard As Nails; Chapter 36 Sex: Better, Safer Sex On The Road; Chapter 37 Drugs: Highs And Lows; Chapter 38 Alcohol: Drugs Part Ii; Chapter 39 Health Tips; Chapter 40 Being A Grrrl On The Road; Chapter 41 Personality, Ego, And Charisma

Chapter 42 Karma: What Goes UpChapter 43 Murphy's Law; Chapter 44 Touring As A Family Man; Chapter 45 What To Do When Your Gear Gets Stolen; Chapter 46 Marketing IV: Package Tours - A Religious Experience; Chapter 47 Sponsorships And Endorsements; Chapter 48 Seminars And Festivals; Chapter 49 Touring Internationally; Chapter 50 China; Chapter 51 Immigration: Crossing The Line; Chapter 52 Memorabilia; Chapter 53 Tour Diaries; Chapter 54 How To Screen Print; Chapter 55 When You Are The Opening Band; Chapter 56 Marketing V: 61 Strategies For A More Successful Show Chapter 57 Good Advice From Baaad People #3Chapter 58 Case Studies: An Out-of-band Experience; Chapter 59 Stories From The Front Line #3; Chapter 60 The Future Of Touring; Appendix Contents; Index

Sommario/riassunto

From packing the right equipment to keeping enough gas in the tank to get home, every aspect of making a successful tour with a band is addressed in this comprehensive guide. More than 100 luminaries and leading organizations from the world of touring?among them Chris Connelly, Henry Rollins, the House of Blues, and the Vans Warped Tour, as well as club owners, tour managers, and even sex advisors?provide handy insider know-how along with insight on mistakes commonly made by novice bands. Chapters address the nitty-gritty of touring, with instructions