

# **BAND TIPS: TOUR MANAGEMENT** by LISA TINLEY



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## **DO**

### **- Budget in advance**

Put together a realistic budget in advance of the tour with as much detail as you can, including crew costs, transport, accommodation, equipment etc. Look at it against your projected income (if you have a guarantee V percentage only include the guaranteed amount). Allow some contingency.

### **- Prioritise what crew you can take on the road**

If you are not in a position to tour with a full crew, prioritise based on what you can afford. Start with a sound engineer, if you can build a good relationship with an engineer who makes you sound the best you can this is invaluable.

### **- Read your contract**

Read your contracts, know how long you are expected to perform for and most importantly what you will be paid.

### **- Bring Merchandise**

Be inventive with your merchandise and it's always a good idea to have members of the band go out to the merch area after the show. You'll definitely sell more.

### **- Advance your gigs**

Contact each venue on your tour to confirm all the details including production details, access time for load-in, sound check times, doors and show times. Make sure you send them your stage plan and channel list in advance.

### **- Put together an itinerary**

If you are doing a run of shows, put together an itinerary with all the relevant times and details on it and make sure all the band and crew have a copy.

## **DON'T**

### **- Be Late**

Turn up when you are supposed to for your sound check and your show. When you are late you make everyone else late.

### **- Do the dog on the production and dressing room rider**

You can have what ever you want (once you get to a certain stage in your career) but remember you are paying for all of it. So if you don't need 4 local crew to load your backline in or half cases of champagne each night don't put it on the rider.

### **- Do the dog on the guest list**

Don't put everyone you know on the guest list, get them to buy tickets especially when you are just starting out. Selling tickets is always good for you.

### **- Waste good support opportunities**

If you get offered shows with a band in a similar genre that are selling out bigger shows than you are, make the most of it.

### **- Act like rock stars with everyone you deal with**

Being nice to the people you will be dealing with at every venue, the local promoter, the venue crew etc. People will treat you a lot better if you don't behave like twats.

### **- Forget to settle your show**

At the end of your show make sure you go through your settlement with the promoter especially if you have a percentage in your contract.