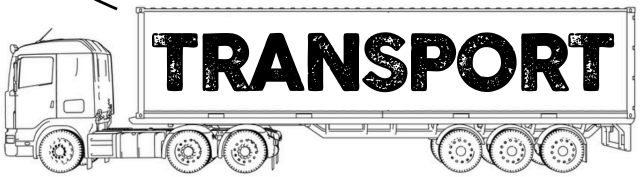
Companies

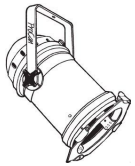
TRANSPORT



Companies that transport equipment and people from one place to another

- transport company may provide roadies
- hire live-in coaches for longer tours
- transport members of the team
- transport the artists themselves
- transport equipment to and from venues

EQUIPMENT HIRE: LIGHTING & SOUND

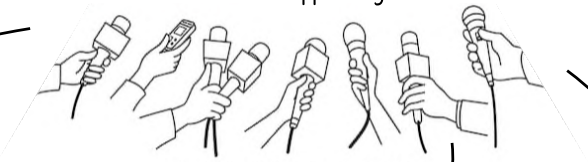


companies that provide equipment for fixed periods of time: i.e. one off events, or longer tours

- give technical advice
- equipment will be up-to-date
- equipment will be well-maintained
- provide technician to work the equipment

PUBLIC RELATIONS & MARKETING

the selling and marketing of artists, products or events so that it is appealing to consumers



- continue engagement with CURRENT audience
- connect with fans on social media
- release new music
- advertise artists
- grow sales
- target NEW audience
- manage artists styling and image
- write press releases
- arrange media interviews

PROMOTION

Maximising an artist's public awareness: events, record signings, public appearances

- promote the show
- work with artist to cover all needs
- cover the cost of venue hire
- secure venue
- cover the cost of promotion
- negotiate contract with record label