

---

Global Certificate in Music Tour Management

## Artist Liaison and Management

---

### Artist Liaison:

The individual who serves as the primary point of contact and communication between the artist and all other parties involved in the tour, such as the tour manager, promoter, venue staff, and production crew. The artist liaison is responsible for ensuring the artist's needs and desires are met, and that the artist has a positive and successful touring experience.

- \* Related terms: tour manager, promoter, venue staff, production crew
- \* Concept: communication, organization, hospitality
- \* Examples: coordinating travel and accommodation arrangements, ensuring the artist has adequate catering and refreshments, providing information about the venue and local area, managing meet and greets with fans and press.
- \* Practical applications: The artist liaison is a crucial role in the successful execution of a music tour. They must have strong communication and organizational skills, as well as the ability to handle high-pressure situations and problem-solve on the fly. They must also have a deep understanding of the artist's needs and preferences, and be able to anticipate and address any issues that may arise.
- \* Challenges: The artist liaison must be able to handle conflicting demands and priorities from different parties, and must be able to maintain a professional and diplomatic demeanor at all times. They must also be able to handle confidential and sensitive information with discretion and tact.

### Backline:

The equipment provided by the venue or promoter for the artist's use, such as drum kits, amplifiers, and keyboards.

- \* Related terms: stage, sound system, monitor system
- \* Concept: equipment, logistics
- \* Examples: The backline is typically set up on stage and is used by the artist during their performance. It is the responsibility of the tour manager or production crew to ensure that the backline is set up correctly and functioning properly.
- \* Practical applications: The backline must be carefully coordinated and organized to ensure that the artist has everything they need for their performance. This includes ensuring that the equipment is the correct type and size, that it is set up in the correct location, and that it is properly tuned and maintained.
- \* Challenges: The backline can be a source of frustration and delays if it is not properly set up or if it is not functioning correctly. It is important for the tour manager or production crew to thoroughly check and test the backline before the artist arrives to avoid any issues.

### Catering:

The food and drink provided for the artist and crew during the tour.

- \* Related terms: hospitality, rider
- \* Concept: food, drink, hospitality
- \* Examples: Catering can include meals, snacks, and beverages provided at the venue or nearby location. It is important to consider the artist's dietary restrictions and preferences when arranging catering.
- \* Practical applications: Catering is an important aspect of the artist's touring experience, and can have a significant impact on their overall well-being and energy levels. It is important to provide a variety of healthy and appealing options, and to ensure that the catering is set up in a convenient and accessible location.
- \* Challenges: Catering can be a logistical challenge, especially when traveling to different locations and time zones. It is important to plan ahead and coordinate with local vendors to ensure that the catering is delivered on time and to the correct location.

Hospitality:

The overall level of care and attention provided to the artist and crew during the tour, including accommodations, transportation, and other amenities.

- \* Related terms: artist liaison, catering, rider
- \* Concept: care, attention, comfort
- \* Examples: Hospitality can include arranging for hotels, flights, and ground transportation, as well as providing other amenities such as spa services or sightseeing tours.
- \* Practical applications: Hospitality is an important aspect of the artist's touring experience, and can have a significant impact on their overall well-being and morale. It is important to provide a high level of care and attention, and to anticipate and address any needs or requests that may arise.
- \* Challenges: Hospitality can be a logistical challenge, especially when traveling to different locations and time zones. It is important to plan ahead and coordinate with local vendors to ensure that the hospitality arrangements are smooth and seamless.

Merchandising:

The sale of merchandise, such as t-shirts, posters, and other memorabilia, at the venue during the tour.

- \* Related terms: merchandise, point of sale, inventory
- \* Concept: sales, revenue, promotion
- \* Examples: Merchandising can be a significant source of revenue for the artist, and can also serve as a promotional tool for the tour and the artist's brand.
- \* Practical applications: Merchandising requires careful planning and organization, including the design and production of the merchandise, the setup of the point of sale, and the management of inventory.
- \* Challenges: Merchandising can be a logistical challenge, especially when traveling to different locations and time zones. It is important to plan ahead and coordinate with local vendors to ensure that the merchandise is delivered on time and to the correct location.

#### Promoter:

The individual or company responsible for organizing and promoting the tour, including booking venues, arranging transportation and accommodations, and handling ticketing and marketing.

- \* Related terms: artist liaison, tour manager, venue staff
- \* Concept: organization, promotion, logistics
- \* Examples: The promoter is typically the primary point of contact for the tour, and is responsible for coordinating all aspects of the tour.
- \* Practical applications: The promoter must have strong organizational and communication skills, as well as the ability to negotiate and build relationships with venues, vendors, and other partners.
- \* Challenges: The promoter must be able to handle conflicting demands and priorities from different parties, and must be able to anticipate and address any issues that may arise.

#### Production Crew:

The team responsible for the technical aspects of the tour, including sound, lighting, and staging.

- \* Related terms: backline, monitor system, sound system
- \* Concept: equipment, logistics, technical
- \* Examples: The production crew is responsible for setting up and operating the technical equipment for the tour, and for ensuring that it is functioning properly.
- \* Practical applications: The production crew must have a deep understanding of the technical requirements of the tour, and must be able to troubleshoot and problem-solve on the fly.
- \* Challenges: The production crew must be able to work well under pressure and in a fast-paced environment, and must be able to coordinate and communicate effectively with the rest of the tour team.

#### Rider:

A list of specific needs and requests provided by the artist, including equipment, catering, and hospitality.

- \* Related terms: artist liaison, catering, hospitality
- \* Concept: needs, requests, specifications
- \* Examples: The rider is a contractual agreement between the artist and the promoter, and outlines the artist's specific requirements for the tour.
- \* Practical applications: The artist liaison is responsible for ensuring that the rider is fulfilled and that the artist's needs and requests are met.
- \* Challenges: The rider must be carefully reviewed and coordinated to ensure that all needs and requests are fulfilled, and that any additional costs or logistical challenges are taken into account.

#### Sound System:

The equipment used to amplify and distribute the sound for the tour, including microphones, speakers, and mixing consoles.

- \* Related terms: backline, monitor system, production crew

\* Concept: equipment, logistics, sound

\* Examples: The sound system is an essential component of the tour, and is used to ensure that the artist's performance is heard clearly and accurately by the audience.

\* Practical applications: The sound system must be carefully set up and tested to ensure that it is functioning properly, and that the levels and equalization are balanced.

\* Challenges: The sound system can be a source of frustration and delays if it is not properly set up or if it is not functioning correctly. It is important for the production crew to thoroughly check and test the sound system before the artist arrives to avoid any issues.

Tour Manager:

The individual responsible for the overall management and coordination of the tour, including scheduling, logistics, and budgeting.

\* Related terms: artist liaison, promoter, production crew

\* Concept: management, coordination, logistics

\* Examples: The tour manager is the primary point of contact for the tour, and is responsible for coordinating all aspects of the tour, including the artist, promoter, production crew, and other partners.

\* Practical applications: The tour manager must have strong organizational and communication skills, as well as the ability to negotiate and build relationships with venues, vendors, and other partners.

\* Challenges: The tour manager must be able to handle conflicting demands and priorities from different parties, and must be able to anticipate and address any issues that