

Understanding the Reality of Music Event Production

Rule #1: Just because you have a sound system, a set of lights and a stage, it doesn't mean you are ready for a show.

The music industry is, and has always been, one of the most difficult industries for the layman to understand and to deal with effectively. There are twists and turns. There are potential problems all around. There are roadblocks around every corner. There are multiple contractors – all of whom are expecting you to coordinate their activities. There are what may seem to you inexplicable artist or management requests, and they are often deal breakers. And it just goes on.

So, how do you effectively navigate your way through the maze of producing a music event yourself? Well, the answer in most cases is "you don't." Unless your job requires you do regularly produce music events for your organization, it's likely that you just don't have the time or resources to pull it off efficiently and without complications.

Finding a True Music Event Producer

There are a lot of companies out there that say they produce music events. But in reality, their primary focus is either talent management, lights and staging, or some other individual aspect of the whole event. Sure, they will have contacts and resources for other services, but will likely expect you to coordinate those services yourself. Turnkey? Far from it. Although most of these music event sources are reputable, you'd better expect that many of the coordination responsibilities will fall to you, including multiple quotes and invoices.

A true producer is one who handles every aspect of your event – like the producer of a movie that contracts, schedules, coordinates and pays everyone from food service to wardrobe designers to cinematographers, directors and actors. As the financier, you look to the producer for it all.

DJP is a true music event production firm. We organize every aspect in presenting entertainment: acquiring artists, staging, lighting, sound system and fulfilling the artist rider. And in the case that your event is already equipped with certain of these aspects, DJP can seamlessly integrate with your existing resources. We can easily modify our services to meet your specific needs.

Dealing with the Dreaded Artist Rider

Let's say that an artist just quoted \$40,000 for a performance. That's the total cost, right? Not by a long shot. Enter the Artist Rider... and get ready for the mental, physical and financial hazards.

The artist rider is the document that spells out specific artist requirements in addition to the performance fee. These requirements must be negotiated and fulfilled before an artist will perform – and any costs associated with these demands are the financial and coordination responsibility of the buyer.

A rider could consist of almost anything – from a certain model and brand of sound and lighting system to a specific size of staging. Requests could come for specific backline equipment furnished by you (i.e. Grand Piano, specific amplifiers), specific types of hotel rooms for band and staff, possible air fares, special security personal and local staff for loading and unloading equipment. Then there are the dressing room specifications and amenities and meal requirements for the staff and crew, often three meals a day for over 20. And don't forget the items to be placed on tour busses and ground transportation.

This can be simply a miserable experience and a financial disaster if you have never dealt with an artist, staff and crew on a contract rider. At DJP, we have extensive experience in handling artist riders in a way that the artist is always happy, while our clients save unnecessary expenses that they would have otherwise paid.

Simplifying the Contact and Billing Process

At DJP, no contract is signed until the client knows the total cost of production. No surprises. You write one check. We do the rest.