

# How to host a Music Event

A music event is a great way to bring people together – after all who doesn't like seeing live music right!

They do take a bit of planning so it's best to grab a few friends, classmates or colleagues, make a list and then divide and conquer. TIP: Use people's strengths – if someone has good design skills, assign them to make some posters. Someone great at math – assign them to the budget.

## GIVE YOURSELF ENOUGH TIME

Whether you're planning a full blown concert, showcasing a musician friend or bringing together a bunch of bands you're likely to find that arranging the bands is often the simplest part of the plan. You may need to get into promotion, equipment rental and venue research. You might discover a scheduling conflict deep into your well-laid plans and have to move the date -- and promote all over again. So give yourself more time than you think you need:

- For a small, casual event in your office or home, a few weeks lead time might be enough
- For larger events, you'll probably need months. It's not always easy to get everything lined up just right.

## WORK OUT YOUR BUDGET

Depending on your event type, you'll need to work out a budget. Some costs to consider include:

- Venue hire
- Security
- Band hire and travel (if they don't live near-by)
- Promotional materials

As you are doing this to support our work, you may be able to reduce costs and in some cases people will donate their time or venue! Ask us for a sponsorship template if you think that could be helpful during your planning.

We've also included a budget template that can help with your planning. This will also help you work out how much you should charge for tickets and whether your budget is too high.

## FIND A VENUE

Firstly, get an idea of what bands you'd like to have. A band's popularity will determine what kind of venue space you'll need. Other things to consider include:

- How much will they charge you?
- Do they have a P.A. system?
- Do they provide a sound engineer (aka. mixer)? If so, how much is the charge?
- Is their capacity suitable to how many people you're expecting?
- Is the stage suitable for the bands (is it big enough)?
- Will you need to organise security and crowd controller (some venues will make this a requirement; some venues might supply security for you). A crowd controller is someone



**ReachOut Australia**

Suite 2.04, Building B, 35 Saunders Street, Pyrmont NSW 2009

T: +61 2 8029 7777 • E: [info@reachout.com](mailto:info@reachout.com) • W: [ReachOut.com/about](http://ReachOut.com/about)

ABN: 27 075 428 787 • DGR: 442 641

that controls or monitors behaviour, screens people seeking entry and removes people for behavioural reasons. A security officer and crowd controller can be dual licensed.

## WILL YOU NEED TO PROVIDE EQUIPMENT

- Can you provide a backline? This usually consists of a drum kit, 2 x guitar amplifiers (head and quad box - unless it's a combo amp which means both things in one) and a bass rig (a bass head and quad box). Note: You cannot use guitar amplifiers for the bassist.
- If you don't have this stuff, ask the bands playing if they can provide their equipment as a backline. Usually the first band is the best to ask, since they'll be getting in first and they can set it up for you.
- Make sure the bands bring their own leads (which is the cable that goes from the guitar/bass to the amplifier). It is also common for drummers to bring their own pedals and cymbals (unless it okay for the drummer providing the kit to loan his out to everyone else).
- Ask the venue if they can provide everything else, like the P.A. system, the remaining leads and the microphones (for the amplifiers and the vocalist - which are different microphones).

## ONCE A DATE IS LOCKED IN, SPEAK WITH SOME BANDS

Think about the bands you want. Then contact them directly, via email, or through their Facebook page. Depending on what bands you ask, they sometimes have booking agents.

- Ask if they're available, and make sure that you include a date that you need confirmation by.
- Will they do the show for free? Some bands will do this if they know it is for charity. If not, then confirm how much they will charge.
- To confirm with you within a deadline if you're pressed for time.
- Consider offering them the opportunity to sell some merch on the night. This can help supplement any fees that that may have waived in order to support your event.

## TO TICKET OR NOT TO TICKET

When it comes to ticketing, it depends on your event. People that have held events like this before have done one of two things.

1. **Sell tickets on the night.** You will need to have make sure you have a float with enough cash to issue change. Small notes are a must!
2. **Sell tickets in the lead up to the event.** There are load of different ticketing platforms you can use to issue tickets. One suggestion is Eventbrite: <https://www.eventbrite.com.au/> It's free to set up your event and you can choose to pass on credit card fees to the person buying the tickets (option A below) or you can have the fees taken out of the ticket price (option B below). If using Eventbrite or something similar people can print their tickets, you can do things like waitlist, you can scan people's tickets as they enter (using your phone) or you can check people in individually.

Option A is you pass it on to the person buying tickets (like what all the ticketing places do right now). So if you were going to charge \$15 for a ticket the cost for the person buying it would be \$16.89 (based on the fees that eventbrite have online). That means that you would still get \$15.00 for every ticket sold.

Option B is that you can have it taken out of the ticket price. So again if it was \$15.00, the person buying would only pay \$15.00 and you would receive \$13.11 for each ticket.

The money from the event would either go into your account (so you can take out expenses if necessary) or we can give you our bank details and it would get deposited straight into ReachOut account around 4 days after your event takes place.

## ORGANISING YOUR GIG

Create a set-list. Determine how long you would like each band's set to play and then write up the schedule for the evening. An example:

- Doors: 7:00pm
- 1st Band: 7:30pm - 8:00pm (30 minute set)
- 2nd Band: 8:20pm - 8:50pm (30 minute set)
- 3rd Band: 9:10pm - 9:40pm (30 minute set)
- 4th Band: 10:00pm - 10:40pm (40 minute set)

20 minutes is usually okay for bands to arrange themselves on and off stage, but you need to be clear to them that you expect them to follow the schedule (so make sure you tell them in advance as possible). If they want to play longer, negotiate it based on what your venue curfew is.

## PROMOTING YOUR GIG

Have a friend who knows how to design things? Ask them if they can create you a gig flyer / poster! You'll need to include:

- The bands playing (with the headlining band at the top, then going down to the opening band)
- The date
- The venue
- "Doors" (which means what time the gig's doors open starts)
- Ticket prices

Give out the flyers at other gigs, put posters in shops, up at schools, post them online in forums, create a Facebook event page and spread the word!

## ON THE NIGHT

Arrange to have people you trust on the door. They will collect the payment, and stamp payers as they come into the gig (so you know they've paid, and so they can use the stamp as a pass out to come back in later). Depending on how much you charge, make sure they have a cash tin, a float (money to start with - including plenty of change) and a note pad so they can tally the payers as the gig progresses (if you wish to know how many people have come at the end of the night). If someone needs to be "on the door" (come in for free), then make sure the door person has a "door list" where they can tick off the names as people arrive.

Assign roles to people – make sure the bands know who they turn to if they have any questions or need something from you or the venue. Get someone to take photo's – post them to social, send them to us!

Make sure to HAVE FUN!

