



Aspire: Distinction  
EXPLAIN the importance of each role in the organisational chain of organising a UK tour

Challenge: (Pass/Merit)  
DESCRIBE the role of each link in the organisational chain of organising a UK tour

# Record Label

- The record label is responsible for organising and financing the recording of the artist's music.
- They ask their artists to tour to try to get some of these costs back. What are the benefits of a tour for the record company and band?

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# Artist Management

- The artist manager is responsible for looking after the interests of the artist.
- He will organise the tour
- Make sure the artists gets paid for everything that they should be getting paid for



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# Promoter

- Organises the gig and promotes the gig to ensure it's success
- Matches the correct act to the venue. What considerations would the promoter need to consider?

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# Venue Management

- The manager is responsible for booking the gig at each individual venue.
- He is responsible for;
  - All staff
  - Security
  - Health and Safety of anyone in the venue



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# Marketing

- Marketing is the advertisement of a product.
- It can involve many different ways of marketing.
- What could these be?
- How can the marketing team ensure that their message reaches the right audience?

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# Technical Considerations

- The promoter will need to know the exact requirements of the band. He/she will then have to hire the equipment.
- What could the technical requirements be?
- How can the promoter ensure that they are getting the best price?
- What would be the advantages of buying the equipment over hiring it?

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# Staff

- Staff at a venue include anyone employed by the venue on a full or part basis. These could include; bar staff, ticket collection, security staff, cleaners, food vendors etc.
- The staff are the responsibility of the Venue Manager



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# Security

- The security of the venue is very important.  
Why is it important to have security at a gig?

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# Licences

Any Venue that wishes to perform music of any kind, recorded or live, will need to have the following licences;

PRS (Performing Rights Society)

PPL (Phonographic Performance Limited)

There are also other legal considerations, for example alcohol licencing etc. These licences are a **LEGAL REQUIREMENT**

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# Health and Safety

The Venue Manager is responsible for the Health and Safety of anyone in the venue. This is enforceable by LAW

This includes;

- staff employed by the venue, e.g. door staff, bar staff, technicians etc.
- the artists and their technical teams
- the audience

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# Equipment Hire

Members of a Band or the Promoter may want to hire light and sound equipment from a Hire Company. This is classed as a SERVICE COMPANY.

They may also want to hire a rehearsal space to rehearse the show before they go on tour.



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# Technical Support

When organising a gig you will need to consider the technical requirements of the performance. What equipment will you need? For example, sound equipment, staging, lighting. Who is going to set up and run the equipment at the event.

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# Transport

The promoter is responsible for hiring the transport for the band and any equipment that needs to be moved around.

He will use Hire Companies for this

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# Sound Engineer

- The sound engineer ensures that all the equipment is set up correctly and monitors the quality of the mix on the night
- This will involve stage planning, rigging, de-rigging, supervision of crew, sound checking, ensuring mike and lines work correctly, adjusting levels, the on stage mix for the band, front of house (FOH) and monitor mixing.

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# Instrumental Support

- The instrument support team, for example Drum Tech and Guitar Tech, has the role of setting up the kit and guitar in exactly the same way each day and replace or repair any broken parts to minimise any disasters during a show.

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# Roadie

The roadie is responsible for assisting with get-in, rigging, de-rigging, and get-out at each venue.

They can also offer specialist instrumental support, logistics (moving things) and driving.

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