

Concert & Music Festival Promotions For New Promoters

A professional concert and festival promoter helps new promoters with structure. One promoter dares to tell the truth, assist others and report the unethical ones.

May 25, 2010 - [PRLog](#) -- The concert and music festival business has traveled far since the muddy days of Woodstock. 35 years ago, each major market had one dominating independent promoter doing things the way they thought best. Now, there are defined systems and methods taught by very few. There still is no school for promoters.

Then there is Maryland based promoter Hal Davidson, battle-hardened by dealing with some of the worst operators in the business, not only does he continue to pursue his promoting dreams, but has for 12 years offered the best new promoter's resource available.

Promoting events since 1975, Davidson is one of the most experienced promoters in the world. Consulting for promoters in Mexico, Australia, New Zealand, England, Vietnam, Canada, Israel and 12 other countries, he's promoted everything from record conventions to huge music festivals. Davidson enjoys helping others, and exposing the truth about the bad ones. As Dave Bryson from Evolvefest in New Jersey says, "Hal, you're one of the good ones."

Unfortunately, Davidson said, " though Bryson and few others are good-hearted and communicate well, most promoter's ethics hasn't changed in 35 years. In general, established promoters are not interested in helping new promoters or sharing. The common personality threads between most are fear and being territorial. They want to protect what they have and want new, struggling promoters to go away."

"The only way we're going to change this nasty cycle of promoters learning bad habits, is education. What I can't teach is how to be honest, not lie and how to be a professional communicator, which is the biggest problem with all promoters. New and established promoters seem to communicate when they have to. The great majority of all promoters are self centered, operating from a position of fear." Davidson said.

Frequently updated to stay current, his two Promoter's Handbooks continue to provide inside information on the technical aspects of the business. Davidson goes much further by consulting promoters at painfully low prices and in many cases feels compelled to help promoters who can't afford it. LA Comedy Promoter Steve Ferguson said, "It's astounding how much information is in these books. I actually take the 374 page book everywhere I go."

Here are some beginning tips offered by Davidson in his newest Concert Promotions Simplified handbook (160 pages).

The reality on getting big name talent, is that a handful of promoters, (large entertainment promotion and production companies) in this country, get first right to promote the bigger, more profitable acts. They own their respective markets. It's not in writing that way, but that's the way it is, unless you want to pay more.

You shall then attack their flank, it's about niche concerts.

A particular genre of music you have a superior understanding of and know a particular market where that type of music will do well or you have a particular venue that is enthusiastic to work with you, and there may be several types of music that will work there or you always wanted to promote a particular type of music.

Be forewarned, I have had many new promoters call me that they were going to promote a small classic rock or Oldies show because they always wanted to. I never heard of one making money the first time, or unless you own the bar (making beverage income), or can afford to lose money on a show because you want to promote it, pick a show or performer that is working for other promoters now.

Read Billboard, subscribe to PollstarPro or Celebrity Access to find out what's hot. There are many forms of music that are seeing excellent attendances and returns today, EDM, R&B, Hip Hop and both together. Country, Jazz, Jambands, Pop, Indie-Rock, Hard Rock, Metal. and in some markets Reggae works..

The point here is to promote what trends show, not what you necessarily like. Promoting is about enjoying your dreams, but more importantly it's about promoting what makes money. That takes research and we'll show you here how to perform it.

Promoting concerts or festivals professionally is no longer a matter of throwing darts, it's about due diligence and keeping your ear to the ground. What are others doing in other markets that is winning?.

Hal Davidson promotes, consults and writes on concerts and music festivals all over the world. See his books at www.concert-promotions.com His consulting site is www.rentapromoter.com

About Hal Davidson and concert-promotions.com. Providing guidance and knowledge to promoters worldwide through quality professionally written books on promoting concerts and festivals. Hal Davidson is an ethics watchdog in the concert and music festival business identifying unethical operators.

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