



## PODCAST #23 – SHOW NOTES

### RECENT SHOW DETAILS

#### Hey creatives!

You're listening to podcast #23 of the **Coffee With Camilla** podcast where we discuss the music industry! I'm your host Camilla Kleindienst with Banner Music in Nashville TN. Today we are going to discuss a recent performance or show we produced.

I thought it might be interesting for you to hear what all went into this recent show. My description does not include the details of securing the venue. But that took several weeks of planning and communication because the venue is a fairly prestigious venue.

For this podcast, I will discuss in detail what went on behind the scenes and after the event.

**Show was titled:** Turn Up Tuesday with Shelby Lee Lowe

#### **Promotion:**

- We boosted a post on FB
- Created and boosted an ad on Instagram
- Created and event on FB (which all team members shared and invited friends)
- Had Shot Glasses engraved and delivered with a small airplane size bottle of Jack Daniels and an invitation to specific individuals in Nashville inviting them to the show.
- Mailchimp email blasts went out from Shelby's fan club list and Banner Music's email list.
- I sent personal emails to several "personal" email lists that I have - So did Ryan
- I sent texts of the artwork to everyone in my phone contact lists

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- We made sure Shelby and all our staff songwriters delivered notifications of the show to all their co-writers, especially co-writers who would have songs performed in the show.

## **Logistics**

- Designated keyboardist as band leader
- Scheduled a pre-production meeting to make decisions on set list and production
- Scheduled a thorough rehearsal in a rehearsal studio day prior to the show
- We hired musicians not normally in the artist's band.
- We hired a guitar tech/tour manager from another artist for the night to oversee the load in/out, sound system, instrument issues and facilitate any VIP meetings backstage.
- Hired a videographer to shoot video at the show
- We set up our own video camera at show
- Scheduled an intern to work the merch table at the show

After the performance, we made sure our artist went out to meet fans, industry executives and anyone who popped up during the show that we felt it was important for our artist to make connection with.

During the show - it's so easy to get caught up in the moment and it's easy to miss details that could make the artist performance better down the road. Its best to try to enjoy the show and let the critical eye go for 45 minutes. Simply enjoy what your hard work has brought about in this show. But about a week later, watch the performance in its entirety and notice the small things that were less than perfect. Make notes on how things could have been better; for everyone, The artist, the band, filming, management. Get prepared for an open and honest discussion on what really happened - the good and the not so good. And how to continue to improve. This is how teams improve - how they (we) all work together - pool our talents for the betterment of the act and company.

It takes planning - execution - followed by a critical review to get to the next level.

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I hope I have touched on a few items for you to think about. Never forget that nobody said this industry was easy. Professionals and talented people just make it look easy. I hope you can use this subject to plan, execute and critically review your next performance.

Thank you for listening to podcast #23 of the **Coffee With Camilla Podcast Titled: Recent Show Details**

Please don't forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

Look for show notes on my website: **CoffeeWithCamilla.com**  
We'll talk again soon! Stay Creative