

**Embargoed until Monday 14<sup>th</sup> March 2011**

## **“Get Plugged In” Live Music Promotion Course Launched By The Luminaire’s Andy Inglis**

### **Get Plugged In: Live Music, Promotion and Venue Management**

**MusicTank** has partnered with **Andy Inglis**, the hugely respected co-creator and manager of north London venue **The Luminaire** to create a live industry course.

Designed as a much needed best-practice roadmap of the processes involved in live music promotion and venue management, the six part course draws on Inglis’ two decades of experience, sharing lessons learned and highlighting the pitfalls plaguing promoters and venue operators UK wide.

The course will cover an extensive range of topics concerning venue owners, promoters and programmers such as promotion, ticketing, legislative issues as well as the future concerns facing Britain’s venues.

Inglis will be joined by a raft of leading industry figures such as Dominique Czopor, founder of Guildford venue The Boileroom, to give their accounts of the industry focusing on areas of specific expertise. Czopor will focus on the litany of legislation imposed on event and venue operators, be it bureaucracy linked to the Licensing Act, or a mounting list of health & safety regulations. The course will draw to a close with a debate featuring Dave Newton, WeGotTickets - the leading UK paperless ticket agency; Howard Monk and Paul Hutton of promotions companies The Local and Metropolis Music; Andy Duggan of live music booking agency Primary Talent and David Philips, manager of London’s live institution, Koko.

Despite the 100 Club’s recent rescue from the brink there have been some much publicised London closures of late, The Luminaire itself not escaping the recession’s icy clutches. Part of the course will investigate the events that led to its closure, as well as what this award winning venue did to gain such an avid following and a special place in the hearts of Londoners.

Appealing to venue promoters and owners as well as tour managers, booking agents and artists this extensive course promises to guide and encourage those learning their trade as well as identify the risks felling even the industry titans in one of the last sectors of the business still able to generate income for new bands.

Said **Andy Inglis, The Luminaire** *“I have 21 years experience in the music industry and co-founding and running The Luminaire has been, by turns, a hugely rewarding and massively frustrating experience. If I can't illuminate the mistakes I made and stop others from making them, then what the hell. At least I got to hang out with Wanda Jackson.”*

**Keith Harris, Chairman of MusicTank** added *“With Live music becoming increasingly the most important part of the music business, this course is a timely opportunity to learn about ‘doing it live’ from the ground up.”*

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## **Course Tutor: Andy Inglis, co-founder The Luminaire**

Targeting tour managers, promoters, booking agents, marketers, DIY artists and small-to-medium sized venue owners and operators, this innovative 6-part course will provide all with a thorough grounding in the business of live music. Current practice will also be analyzed in an open forum, to distill ways of improving revenue and maximizing opportunity.

Drawing from an extensive pool of experience, Luminaire co-founder Andy Inglis (with industry guests such as Live and The Boilerroom founder, Dominique Czopor) will be looking at the live music industry's continually evolving ecosystem providing pointers for best practice and comparing UK and European markets and help inform and inspire a new wave of live industry entrepreneur.

### **1. The Lie Of The Land – A Live Sector Overview - 4<sup>th</sup> April 2011**

From 150 capacity rooms like The Windmill in Brixton, to 20,000 cap. arenas, we'll examine both the common issues (marketing, promotion, how to turn a profit and customer service) and the unique issues they face (how to keep the regular bar punters happy while there's a Japanese noisecore band playing in the corner). This introductory session will also explore the changing nature of the audience as attention spans shorten and technology takes over from live entertainment, as well it will delve into how venues can adapt to survive the worst recession in decades.

### **2. Selling The Gig - Marketing & Promotion – 11<sup>th</sup> April 2011**

From the break-even-backroom gig all the way to national promoters we'll look at the marketing methods used- what works and what doesn't. Investigating whether press ads are worth the money and whether essentially the same methods are used to promote pub gigs and stadiums we will use Live Nation and Kilimanjaro amongst others as case studies in navigating the intricate world of gig marketing.

### **3. Selling The Gig – Ticketing – 18<sup>th</sup> April 2011**

As Ticketmaster squares up to WeGotTickets, secondary ticketing opens up a whole new front jostling for a slice of the lucrative festival market. We'll look at booking and administration fees, kickbacks, paperless tickets and what new technologies will mean for the future of ticketing.

### **4. Compliance – 9<sup>th</sup> May 2011**

Venue owners and promoters face a slew of legislation from the Licensing Act to a burgeoning raft of health and safety restrictions. We'll ask how this affects the day-to-day of the live sector, who exactly is responsible and how the legislation best managed.

### **5. Learning By Example - UK & Overseas Case Studies – 16<sup>th</sup> May 2011**

The Luminaire- from award-winning venue to joining the ranks of the fallen London venues. A thorough examination of why it was opened, how it tried to be different, what worked and what went wrong from one of the people who built and managed it. For an international perspective, we'll look at other markets covering mainland Europe but with a focus on that super-rich anomaly of Norway - the world's third largest oil exporter pumping tens of millions of pounds into culture a year.

### **6. What happens next? – 23<sup>rd</sup> May 2011**

With recording income slowly dying, can live music support the weight of the industry or even an independent touring band? We'll analyze what role festivals play and whether they can be used by artists to provide year round income. Rounding off the course with a debate, four industry experts from opposing corners of the industry will discuss whether the booking agents



have too much power, if the national promoters are muscling-in on the independents' turf and whether there is room for everyone in the new industry landscape.

**Date & Time:**

Apr 04,11,18 & May 09,16,23 – 18:00-21:00

**Venue:**

Central London, TBC

**Prices:**

MusicTank Members: £150.00 Trade Body Members: £180.00 Standard: £199.00

Link to event can be found here: <http://www.musictank.co.uk/events/courses/live-industry-course>

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**NOTES FOR EDITORS**

**[ABOUT MUSICTANK](#)**

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