

Events and Promotion

Introduction

So you are going to be a “**Live Music Champion**”! The licensing laws have changed to allow pubs to have live music without a license. This page will help you choose and promote events. There are web sites, magazines, newspapers and radio stations you can get promotional help from. Build up a support team of local helpers for things like delivering leaflets.

Create a Buzz: You will also get more help if you create a buzz and involve your local community - for instance, I recently got a duo gig opposite the Royal Military School of Music (Kneller Hall) with my flute and sax player (who is classically trained and learning to improvise). I contacted Kneller Hall and invited their musicians to come to our gig and have a go at improvising with us. I then contacted the local paper and told them about it.

Engage your Local Community: Think of ways to encourage your local community to come along. I also offer support spots at my local gigs to good, local musicians from my Open Mic nights and they also bring more people along to gigs. To survive, a pub needs to get local people used to visiting it and having a good time - so they will come back. By the same token, the pub has to ensure that its up to scratch with facilities and food / drink, otherwise the first visit by a potential new regular customer might be their last!

Live Music Events

Make it Regular: Occasional gigs, unless BIG SPECIAL events can get overlooked / forgotten by the locals. If they get used to the live music being on a particular day of the week / month and they enjoy it, they will know when to come back and you stand more chance of getting people in.

Make it Special: Create a focus of the music with lighting (eg spotlamps, candles on the tables) and don't detract from it by having the TV beside the performance space on as well.

Open Mic Nights and Jam Nights: These are great community events, which encourage audience participation and can potentially bring in big crowds as well as be lots of fun. You can take a look at the Open Mic which I run at <http://www.elainesamuels.co.uk/OpenMicNights.htm>.

Solo/Duo/Trio/Band Gigs: If you are putting on gigs, you need to think about the music style which will work at your pub, make sure posters get put up in and around the pub and publicity (see below) is utilised to maximise the buzz about the music as well as the pub's special facilities.

Music Style: Music genres (eg rock, punk, blues, jazz, folk) will have their own specialised publicity and following on top of the general live music label - so you should search around for these windows of opportunity to let those genre fans know about the act (of their style) you have chosen to put on at your pub.

Festivals: These give you a greater opportunity to draw in the local community as well as create a buzz because they are bigger events.

Web Help: Encourage your pub to create a web-site or at least a Facebook page, which is up to date.

Pub Web Site:

Encourage your pub to create a proper web-site or at least a Facebook page, which is kept up to date.

Pub Guides

Help to get your pub more visible (explaining unique selling points to attract more customers) on (and seek advice from) some of the many Pub Guides. I also created my own Pub Guide - (a cunning plan to help publicise the pubs and draw people to my own web site and music)!

Gig Guides: Search for gigs - this will reveal the latest, best sites to put your gigs on. Here are examples:-

National

Lemonrock - www.lemonrock.com

Reverbnation - www.reverbnation.com

Gigall - www.gigall.com

Skiddle - www.skiddle.com

Britevents - www.britevents.com

Ents 24 - www.ents24.com

Wozzon - www.wozzon.com

What's Happening - www.Whatshappening.co.uk

Local

www.livinginsurrey.co.uk

www.allaboutweybridge.co.uk

SEE WEB PAGE FOR MORE...

Database: Collect audience email addresses at your events and do regular future event email-shots.

Facebook: Build up your friends. Use Facebook to create events pages and invite friends along.

You Tube: Create a You Tube account to put videos (with permission) of your music or from your events.

Twitter: Make an account and build up your followers. Use tweets to tell followers about events.

Linked In: Build up your professional network and post event news

Musician's Union: Provides advice and resource support including contracts, health and safety issues, promotion and useful contacts. See the “**MU Live Music Kit**” at: www.musiciansunion.org.uk

Magazines:

Songlines - www.songlines.co.uk

Rock'N'Reel - www.rock-n-reel.co.uk

Time Out - www.timeout.com

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Newspapers:

Richmond and Twickenham Times - www.richmondandtwickenhamtimes.co.uk

Surrey Mirror - www.thisissurreytoday.co.uk

Surrey Advertiser - www.getsurrey.co.uk **SEE WEB PAGE FOR MORE...**

Radio:

BBC local radio - <http://news.bbc.co.uk/local>

LBC - <http://www.lbc.co.uk/events>

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