

# CONCERT PROMOTION/PRODUCTION

Campers will develop, promote, market and execute the GRAMMY Camp showcase in addition to learning the principles behind successful event production and promotion. Curriculum will explore business aspects of live events, new media promotion and traditional marketing methods.

## Submission Requirements

### Option A:

For students that have produced or promoted live events

Submit materials of one or more live event(s) you have produced including:

- information on the venue (include a stage plot if used);
- the artist (include bio or any press kit materials available);
- a production schedule;
- your advertising plan/outreach;
- any promotional materials produced;
- any press or online coverage the event received;
- photos from the event and
- a financial breakdown (ticket cost, band fees, venue fees, management fees, advertising fees) along with final attendance. Include as many elements as possible. All information should be bound in a binder or folder.

**This Career Track is designed for students who are passionate about the conception, promotion, production and execution of live events such as festivals, concerts and musical theatre performances. Students should have an understanding of traditional and online outlets for marketing and promoting live events. Students that have been exposed to live events and/or have produced live events are preferred. Experience in design software, web design, lighting design, sound design, stage construction or street teams is a plus.**

### Option B:

For students that have not produced or promoted live events

Create a proposal for an established commercial artist to perform at an actual venue (go to <http://aeglive.com/venues.php> for ideas). Use the above Option A criteria in your proposal, being as detailed and creative as possible. Proposals must include these elements:

- a detailed budget;
- an advertising/media plan for press, radio and online outlets/promotions, and
- a proposed timeline from the beginning of the promotion up to the event.

All information should be bound in a binder or folder.



GRAMMY FOUNDATION

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