

Staging Music Events

The Performing Right
Society



Sound Advice



What music events can I put on?

- Live Music
- DJs
- Discos
- Karaoke
- Music Quizzes

Putting on music events can be an easy and rewarding way to increase your sales and build a good customer base. If you haven't considered staging music events before, now could be the time to do so, especially with our ten tips for success:

1. Consult your customers

Ask current customers what music they would like and consult them about any new ideas you have. It's good to attract new customers but you want to keep your regulars.

After your music event has taken place ask your regulars what they thought of the event. Their feedback could be vital to other events that you are planning. If they enjoyed a band or DJ, then you could consider using them again in the future.

2. Establish a regular frequency

Whether you decide on weekly, fortnightly or monthly events, make a plan and stick with it. It is essential to have some kind of frequency with the events to make it work to its full potential. Sticking to the plan is very important – customers will remember and expect entertainment on the regular days.



3. Book the right act

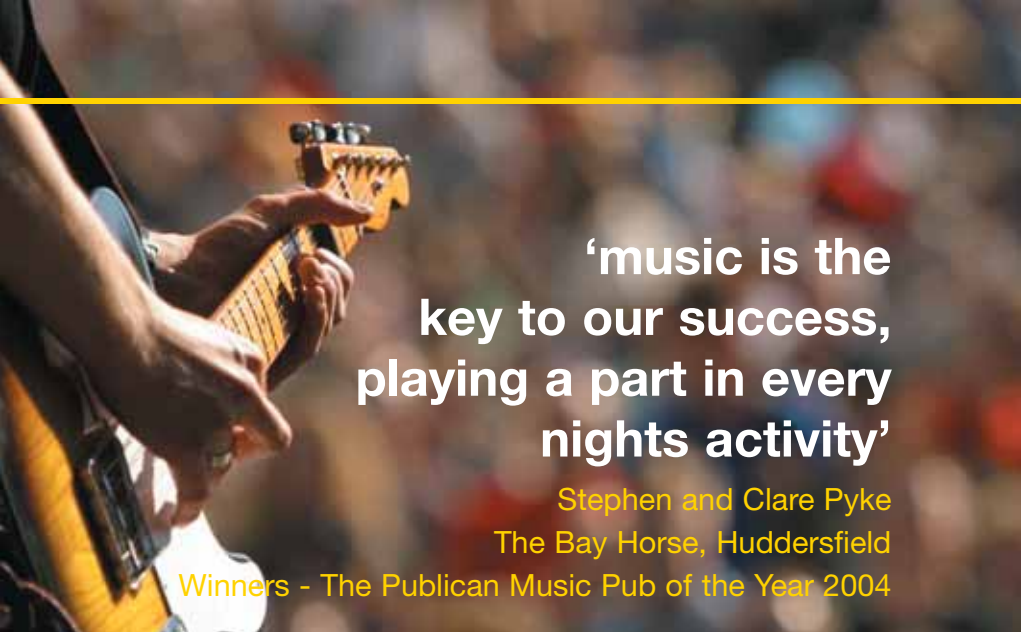
Take as much care as you can that you have booked an act that will build the right reputation for your business. Try to get a recommendation or if possible, go and hear the act yourself. Booking through an entertainment agency can be a good, safe option. Although a little more expensive, it is often worth that bit extra for the assurance of quality entertainment.

For live music events, the Musicians' Union can help you by putting you in touch with musicians from your local areas, as well as providing ideas on staging regular live music events - for more information please visit www.musiciansunion.org.uk.

4. Theme the event

Themed evenings can really work. They help build a reputation and raise the profile of your pub or bar. Themed evenings are particularly popular and there are so many ideas to choose from: 60s, 70s, 80s nights, rock n roll nights, Irish folk nights, or country and western nights. The list is endless. You can theme evenings around a special drinks promotion, a themed food evening, a fancy dress night or a holiday occasion such as Halloween, Guy Fawkes night or Christmas. Fit the music played to the theme, including the background music.





**‘music is the
key to our success,
playing a part in every
nights activity’**

**Stephen and Clare Pyke
The Bay Horse, Huddersfield
Winners - The Publican Music Pub of the Year 2004**

5. Advertise

Posters, local listings, local papers - advertise in any way you can and however your budget will allow. Do not expect people to come through your doors simply because you have organised a music event. Encourage the artists to supply promotional materials and seek their advice on how best to promote them. Handouts with a schedule of forthcoming events are a cheap and effective advertising tool as are flyers left in shops and public buildings. Internet music listings are also becoming more widely used or maybe even try having your own website.

6. Make it clear what's on offer

Let people know what type of event and style of music is going to be appearing. To simply advertise ‘LIVE MUSIC’ can put people off attending if they don’t know what to expect. If the Joe Bloggs Duo are playing on Friday night, then find out what type of music they play and advertise the evening as ‘LIVE 70s MUSIC NIGHT with the JOE BLOGGS DUO’.

7. Be aware of volume

Be sure that when staging music events in your premises for the first time, you consider the volume of the music. When your venue is busy, adjust the volume accordingly so the music can still be heard.

8. Time events well

If you hold music events in your pub or bar, then it is important to keep a tight rein on proceedings so that there isn't too much of a lull in the entertainment. Whilst waiting for an event to start, fill in the gaps with background music that fits with the event that is taking place. This will keep your customers entertained and get them in the mood.



9. Choose the best position for the event

Positioning is crucial, not only from the point of view of visibility for live bands but also safety. Bear in mind that the sound should be relayed evenly by any amplifiers or speakers so the sound quality does not suffer. Think about power points (you don't want lots of trailing cables) and more importantly fire exits and emergency access.



10. Check you have all the appropriate licences

The licensing laws within England and Wales have changed. The Licensing Act 2003 aims to integrate and modernise six existing licensing regimes into a single, streamlined system. The Public Entertainment Licence (PEL) alongside liquor licensing & special hours certificates are some of the regimes that are being revised. Once the Licensing Act 2003 is in full force, from the 24th November 2005, if you wish to provide live music (or recorded music, instruments, a dance floor or sporting events) it will need to have been clearly stated within your operating schedule.

With all the changes to the licensing laws, it is important to remember that when copyright music is played in public a PRS Music Licence still may be required. Please contact 0800 068 48 28 for more information.

For more information about the Licensing Act 2003, please contact your Local Authority's Licensing Department.

Depending on the music events you are planning to hold, please refer to the at a glance guide to entertainment licences. Choose the source of entertainment from the top row. Follow the column down. If there is a tick present you will need the corresponding licence from the left hand column to authorise the entertainment in your business.



Licence	Source							
	Jukebox	CD/Record/Tape	Radio	TV (inc. satellite)	Video/Films	Live Music	DJs/Dancing	Karaoke
PRS (Performing Right Society)	✓	✓	✓	✓	✓	✓	✓	✓
PPL (Phonographic Performance Ltd)*	✓	✓	•	•			✓	✓
VPL (Video Performance Ltd)					✓			
Premises Licence, Personal Licence, Club Premises Certificate, Temporary Events Notice **	✓	✓	✓	✓	✓	✓	✓	✓
Filmbank					✓			
Cinema licence ***					✓			✓
TV licence				✓				

NB If you live in Scotland please contact your local authority for licences needed.

- * PPL charges are sometimes included in the rental charges by jukebox or music suppliers. Check with your agents for details.
- Please check with PPL.
- ** Please check with your licensing (local) authority about new licences in England and Wales under the Licensing Act 2003.
- *** This licence is not required by all local authorities.

Music events can work for you if our tips are taken into consideration. However, to reap all the rewards of staging music events you will need to be committed to its success. Give it a good run and time to establish itself at your premises. You can then see the benefits that can help you to build a successful and profitable business.



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For advice on obtaining a PRS Music Licence
Call free on: 0800 068 48 28
Email: musiclicence@prs.co.uk
Or visit www.prs.co.uk/musiclicence

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