



Must-Have FEATURES in Music Venue Booking Software

Spreadsheets, sticky notes, emails, faxes and memory can only go so far when it comes to managing your music venue or shows. You get to a point where you recognize you're spending more time on manual tasks than you are growing your business. That's where music venue booking software comes in.



FIRST,

by the Numbers:

55% of managers spend 8 hours/week on manual, repetitive tasks

94% of employees spend a portion of the day performing repetitive, time-consuming tasks

50% of work activities could be automated using technology

65% of small businesses plan to spend more on software in 2024 compared to 2023

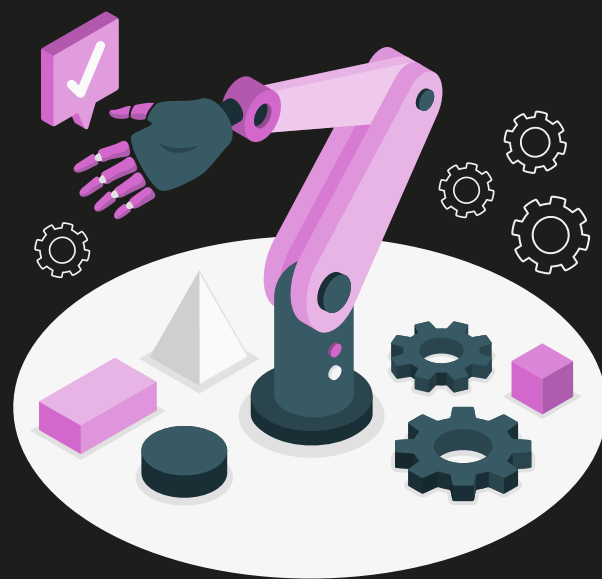
"Monotonous work is a creativity killer." - Forbes

"It's a completely different world in 2023. You have to be 100 times smarter, move 100 times faster, and be much more focused on all kinds of things in order to survive." - Rolling Stone

KEY

Takeaways:

- Managers and employees waste a full day of work per week on tasks, many of which could be automated
- Technology is the key to gaining significant efficiencies and productivity
- Small businesses are looking for software to help run their businesses



What Kind OF SOFTWARE ARE LIVE MUSIC PROS LOOKING FOR?



Depending on your role in the live music industry, you may think you need different types of software, but an all-in-one or integrated software solution can meet the needs of most music businesses. But there's a catch.

- The software has to be tailored to the industry
 - If it's not, expected efficiency gains are lost
- It must demonstrate measurable gains in efficiency and productivity
 - Many will claim it, but not all make much difference
- The software has to have comprehensive features and integrations
 - Otherwise, you'll be switching between systems and tools.

7 Features

You Can't Live Without

There's a lot of venue management software out there; not so much live music venue booking software. Know what to look before you sign on the dotted line.

1 Full-cycle booking management

Why? It keeps you more efficient and organized when you can do everything in one place

2 Customization options

Why? Because you need the software to adapt to your specific needs

3 Comprehensive integration capabilities

Why? You can still use other business systems and sync data between systems

4 Mobile accessibility

Why? Because you don't want to be tied to a desk to get shit done

5 Robust reporting and analytics

Why? You're running a business, and good data leads to good decisions

6 Effortless permissions and access control management

Why? You work with a lot of people, and not all need to see everything

7 Cost-efficient pricing

Why? The goal is to stay within budget and do better than just keeping the lights on

Sources:

- Recruiter
- Forbes
- Gartner
- McKinsey
- Rolling Stones

