

# **KEY STRATEGIES FOR Promotion and Management**

It's often said that after a rough stretch, the tides turn to a season of greatness. The live music industry faced a depression and is now surging, at least for some. So how do you seize the opportunities in concert management and live music promotion?



Live concerts brought in record revenue and attendance in

More tickets were purchased in 2023 than in 2019 (pre-pandemic) for the top 100 live music tours

of people plan to attend a live music event

Operating costs for many smaller venues have 30%

"Demand for live concerts is now back, and independent small venues are navigating the new **PBS** 



- The live music industry is thriving for some, but not all smaller venues are part of the boom Audiences are hungry for live events
- Smaller, independent venues have to find ways to cover their increased costs



### **What Concert Promoters** and Venues Are Facing

ve and persistent to bring in crowds. You can't control what's happening in the industry, but you can control how you respond.

While global tours are raking it in, independent venues are having to get creati-

## FACT 1

Concert attendance is steadily

climbing, indicating a resurgence

in live entertainment

#### Promoters who can tap into the

FACT 2

record level of enthusiasm among fans will have a major impact on the rising live music indust

opportunities for creative promotion strategies.

community." - Hancher Auditorium

Where to Invest Concert

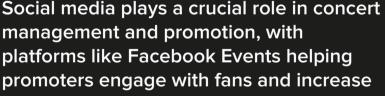
**Promotion Efforts** 

"Owners must figure out how to market different acts every night, decide whether

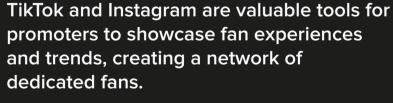
to take risks on newer performers, as well as continually adapt to their

FACT 3 Audience expectations have shifted, with fans splurging on VIP packages and seeking better access to the seeking better acces

#### If you want to build a fanbase, know your audience and go where they go. It's the best way to promote a concert and build buzz.



ticket sales.



"TikTok's impact on the music industry cannot be overstated." - Variety

Where to Invest Concert

**Management Dollars** 

## ΓΑUΙ

Automation tools and collaboration with other promoters are essential for handling logistics and expanding reach in the live music scene.

platform like Prism can streamline tasks, improve data management, and

enhance overall concert management efficiency.

Using a music-first management

"We are not each other's enemies. Instead, we are out there trying to elevate the entire concept of independent venues and independent music." - Hartke Presents



Variety

Sources:

EDM.com **CNBC PBS News** CNBC

Variety

Rolling Stone

