

# KEY STRATEGIES FOR SUCCESSFUL CONCERT

## 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?

## FIRST, KEY

### by the Numbers:

Live concerts brought in record revenue and attendance in 2023

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

**96%** 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 market."  
PBS

### Takeaways:

- 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

While global tours are raking it in, independent venues are having to get creative and persistent to bring in crowds. You can't control what's happening in the industry, but you can control how you respond.

### FACT 1

Concert attendance is steadily climbing, indicating a resurgence in live entertainment

### FACT 2

Promoters who can tap into the record level of enthusiasm among fans will have a major impact on the rising live music industry

### FACT 3

Audience expectations have shifted, with fans splurging on VIP packages and seeking better access to bands, creating opportunities for creative promotion strategies.

"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 community." - Hancher Auditorium

## Where to Invest Concert Promotion Efforts

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.

### Fact 1

Social media plays a crucial role in concert management and promotion, with platforms like Facebook Events helping promoters engage with fans and increase ticket sales.

### Fact 2

TikTok and Instagram are valuable tools for promoters to showcase fan experiences and trends, creating a network of dedicated fans.

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

## Where to Invest Concert Management Dollars

### FACT 1

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

### FACT 2

Using a music-first management platform like Prism can streamline tasks, improve data management, and enhance overall concert management efficiency.

"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



Sources:

Variety  
EDM.com  
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