

Performance Best Practices

MusicTogether.ca

**Support Ontario artists
without leaving home**

Performing a live online show is a lot of fun, but to perform the best show possible here are some things to keep in mind.

Give yourself adequate time to test any equipment or technology you'll be using for the show. Just like a regular live performance, doing a sound check and rehearsal is important before a livestream event. Practice and prepare for your show like you're performing in front of a live in-person show.

Ensure there are no distractions in the background. It's easy for people to get distracted by random items in your immediate surroundings so to keep the focus on you, keep it clean and clear.

Make sure to introduce yourself/band to the audience. Never make the assumption that everyone watching is familiar with your work. You can't go wrong by including the following in your introduction:

- Your name/band name
- When you began making music for the public
- Who your musical influences are
- What kind of music you're about to play

Make a point of mentioning why you decided to get involved with MusicTogether. We want to encourage more people to apply and perform so encourage other artists to do the same. Please make sure you mention everything listed below.

"This show is brought to you by Shopify, Arts & Crafts, and the Ontario Government."

Promote your merch and shout out ways people can donate

Mention the support you received from Shopify (optional)

Use visual aids and hashtags. Feel free to write out the hashtag (#musictogether) on a board to show your support and get people talking about your show. The more people talk about it, the more opportunities for people to discover your music.

Please add the "Stay Home" sticker onto your livestream. We want to help encourage responsible physical distancing and we've teamed up with Instagram to make this easy.

Engage with your audience. It might sound obvious, but it's easy to get lost in your own sound when performing with no physical audience there. Remember there are people on the other side of that camera. Asking questions and telling stories are a great way to generate conversation and reactions during your performance. Some things you can do to keep the audience engaged:

- Take breaks between sets and ask people how they're liking the music
- Ask people what they'd like to hear - especially if you've released some music publicly
- Tell a story about how you wrote a specific song or something personal

Most importantly, be authentic. We chose you to showcase your music for a reason, so use this opportunity to let shine a light on your authentic self and your music.