



Global Presence Management

Booking and entertainment agents typically work with clients under exclusive and non-exclusive agreements, depending on the nature of the industry, the specific needs of the client, and the level of commitment both parties are willing to make. Here's how each type generally works:

1. Exclusive Agreements:

- In exclusive arrangements, the agent or agency has the sole authority to manage all or a specified range of the client's bookings and engagements. This is common in the music, acting, and modeling industries, where an agent might handle all performances, appearances, or shoots.
- The benefit of an exclusive agreement is that it often results in more focused attention and resources dedicated to the client's career. It also ensures that the agent is fully accountable for managing the client's bookings effectively.

2. Non-Exclusive Agreements:

- Under a non-exclusive agreement, the client can work with multiple agents or agencies, allowing them to seek opportunities through various channels. This type of agreement is less common but might be preferred by clients who want to expand their reach or operate in fields like public speaking, where different agents might have strengths in other markets or industries.
- This arrangement offers more flexibility for the client but can lead to less personalized attention from any single agent.

Choosing between these agreements often depends on the client's career stage, goals, trust, and rapport with the agent. Exclusive agreements require a strong belief in the agent's ability to deliver opportunities. In contrast, non-exclusive agreements allow for broader opportunities but might dilute the focus on the client's career development.