

Milestone 1

Integration Strategy

GenAI - MGTA 495

April 17, 2025

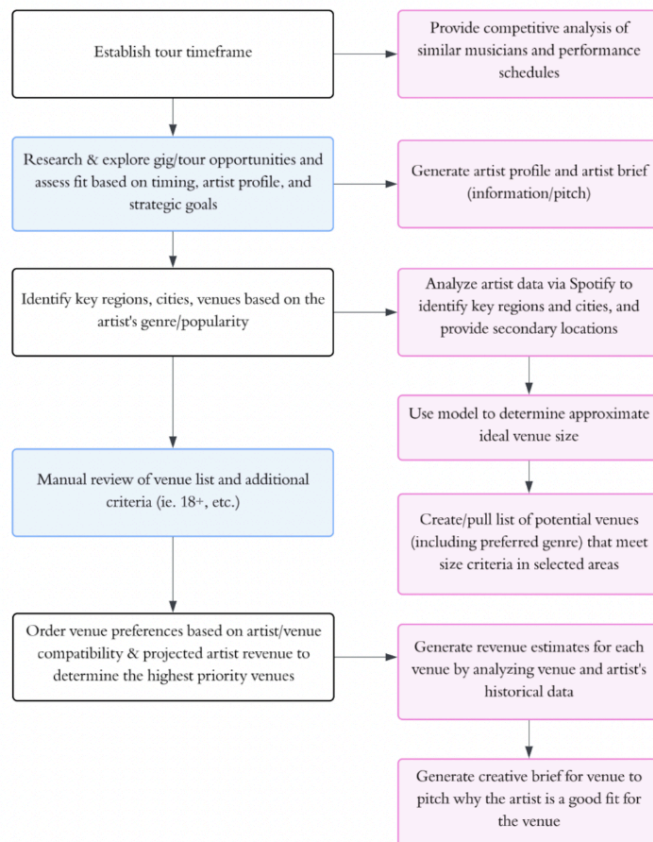
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Overview:

This document analyzes which tasks within the identified process are best suited for GenAI, which can be best accomplished using existing tools, and outlines and justifies tasks that require human action or intervention.

Within the diagrams, the **pink boxes** indicate where and how we believe the process can be enhanced using genAI while the **blue boxes** indicate where there is a human that is required to review the step.

Step 1: Tour Planning / Opportunity Evaluation



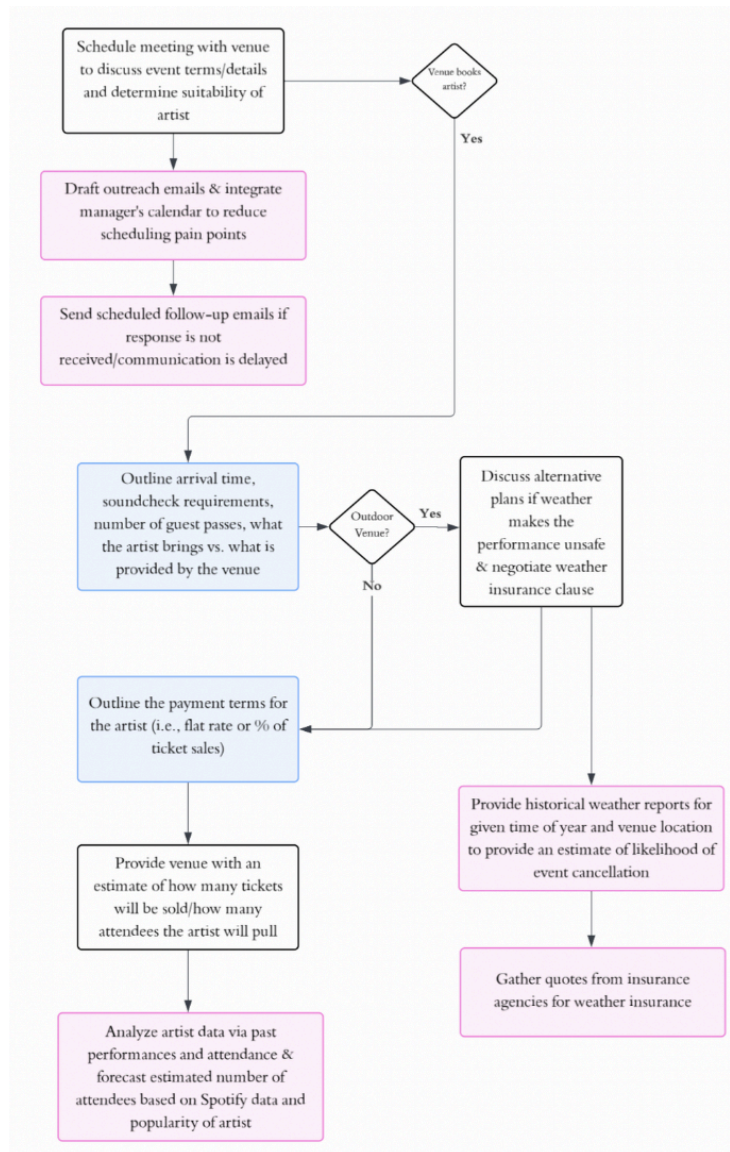
AI-Driven

1. Provide competitive analysis of similar musicians and performance schedules
2. Generate artist profile and artist brief
3. Analyze artist data via Spotify to identify key regions and cities
4. Use model to determine approximate ideal venue size
5. Create/pull list of potential venues
6. Generate revenue estimates for each venue
7. Generate creative brief for venues

Human Checkpoints

1. Establish tour timeframe: This depends on the artist's personal calendar, energy levels, and other commitments — context AI can't fully grasp.
2. Research & explore opportunities: While AI can generate leads, understanding tone, reputation, and strategic fit requires intuition and industry knowledge.
3. Manual review of venues: Human oversight ensures alignment with age restrictions, venue culture, or unwritten expectations — things not easily captured in data.

Step 2: Negotiation & Offer Review



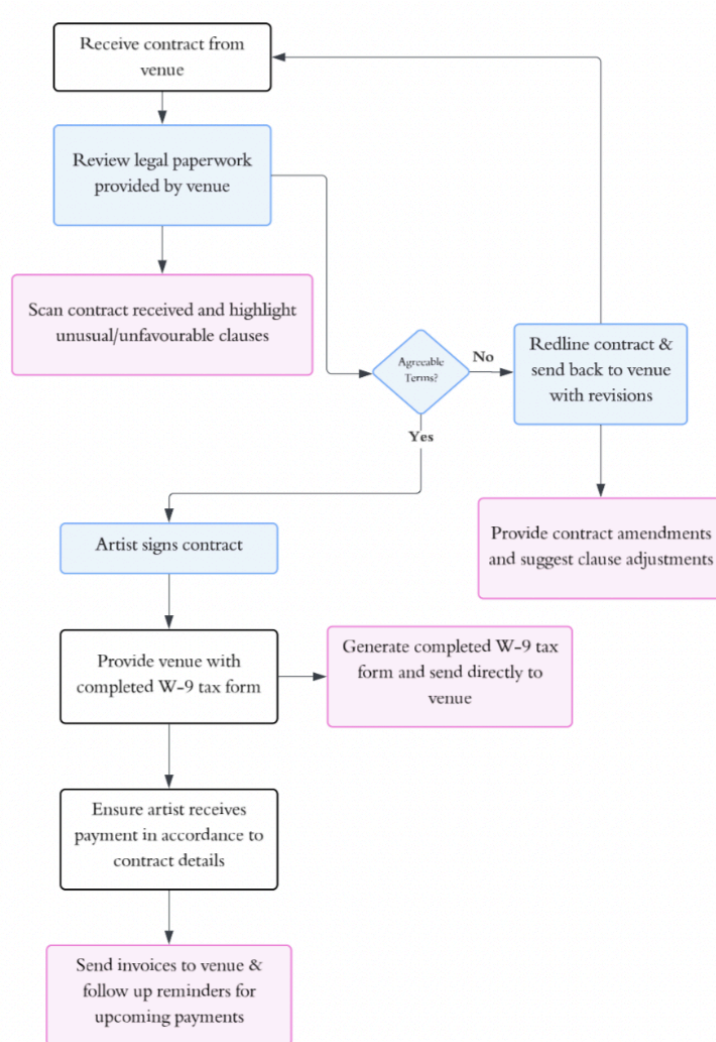
AI-Driven

1. Draft outreach email & integrate manager's calendar
2. Send scheduled follow-up emails if no response
3. Outline arrival time, soundcheck, number of guests, etc.
4. Outline the payment terms for the artist
5. Provide venue with estimate of how many tickets will be sold
6. Analyze artist data via past performances & Spotify
7. Provide historical weather reports
8. Gather quotes from insurance agencies

Human Checkpoints

1. Schedule meeting with venue: Establishing rapport and tone is key in these conversations — something best handled human-to-human.
2. Discuss alternative plans: Especially for outdoor shows, judgment calls based on weather risk, artist comfort, and audience experience are nuanced.
3. Decide on insurance investment: Balancing risk tolerance with budget requires strategic thinking and personalized evaluation.

Step 3: Contract Finalization



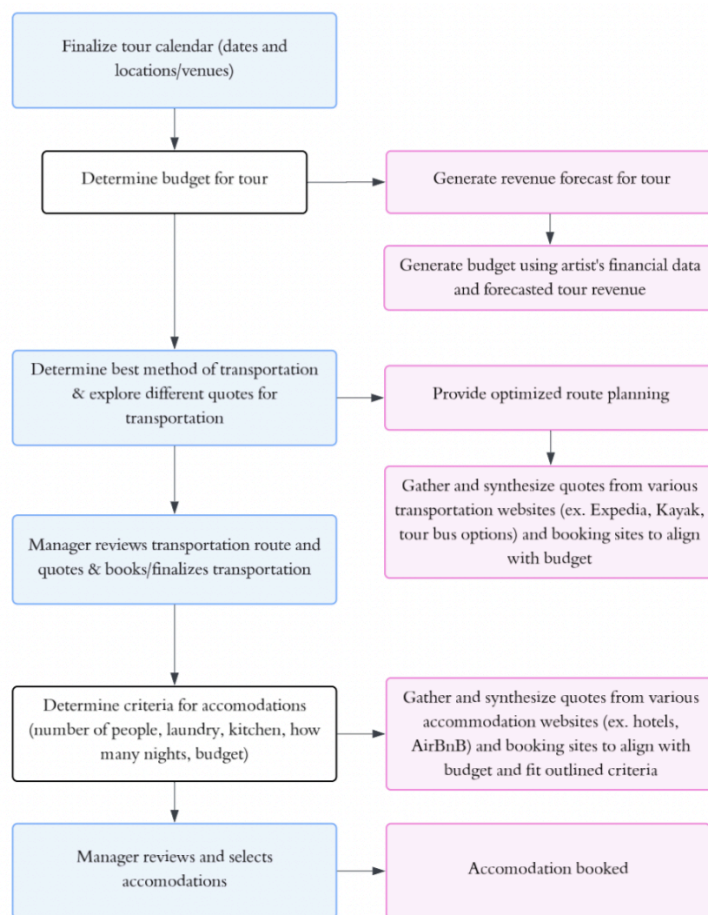
AI-Driven

1. Scan contract received and highlight unusual/unfavorable clauses
2. Redline contract & send back with revisions
3. Provide contract amendments and suggest clause adjustments
4. Generate completed W-9 form
5. Ensure artist receives payment according to contract
6. Send invoices to venue & follow up on payments

Human Checkpoints

1. Receive and review contracts: Legal documents require careful review to detect tone, implications, or long-term impact AI might miss.
2. Sign contract: The artist must ultimately accept terms and bear responsibility.
3. Send tax forms: Ensures forms are verified for accuracy and identity before submission.

Step 4: Logistics Planning



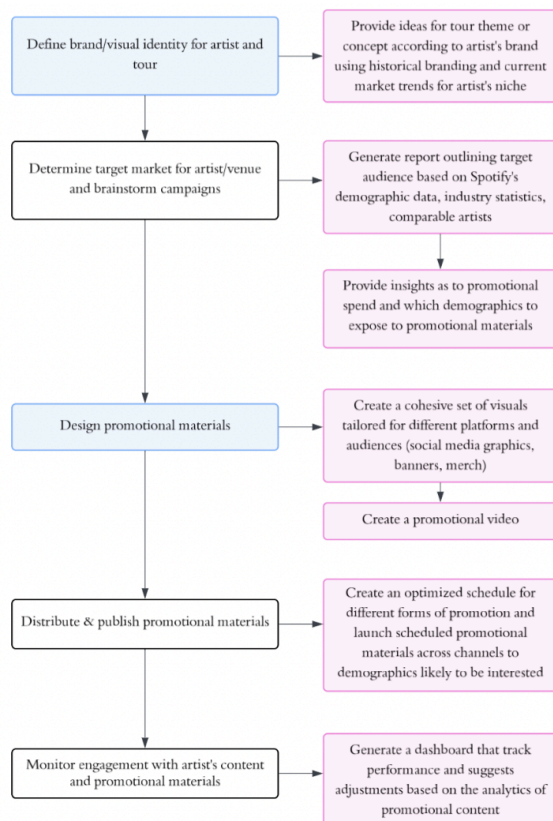
AI-Driven

1. Generate revenue forecast for tour
2. Generate budget using forecasting methods and models created with artist's financial data
3. Provide optimized route planning
4. Gather and synthesize quotes from transportation sites
5. Gather and synthesize quotes from accommodation sites

Human Checkpoints

1. Finalize tour calendar: Artists often need flexibility for media, rest, or creative breaks — human judgment is essential.
2. Select transportation methods: Requires nuanced decisions based on group size, instrument load, comfort level, and even vibe.
3. Manager reviews & books: QA is critical — mistakes in travel bookings can derail entire shows.
4. Define accommodation criteria: Based on needs like proximity, rest days, food options, or crew-specific needs.

Step 5: Promotion & Marketing



AI-Driven

1. Provide ideas for tour theme/concept
2. Generate report outlining target audience
3. Provide insights into promotional spend
4. Create cohesive visuals (social media, banners, merch)
5. Create a promotional video
6. Create an optimized promo schedule
7. Generate a dashboard to track performance and make adjustments

Human Checkpoints

1. Define brand and visual identity: This is a core expression of the artist's voice — not just a data point.
2. Determine target market and brainstorm campaigns: Ideas need to feel personal, fresh, and aligned with fan culture.
3. Design materials: Humans ensure emotional resonance and consistent branding.
4. Distribute/publish materials: Timing, tone, and personal artist involvement (like IG takeovers) often need manual coordination.
5. Monitor engagement: Reading subtle cues from fans and adjusting accordingly is part art, part instinct.

GenAI Functions:

1. Natural Language Processing (NLP)

Use Cases:

- Writing artist briefs, outreach emails, and promotional copy
- Summarizing legal language
- Drafting creative venue pitches and tour themes

Benefits:

- Reduces manual effort in communication
- Maintains brand tone and consistency
- Speeds up drafting and editing processes

2. Predictive Analytics

Use Cases:

- Forecasting ticket sales and revenue per venue
- Estimating tour revenue using historical data
- Identifying ideal venue size based on Spotify and artist data
- Anticipating weather impact on tour dates

Benefits:

- Informs decision-making with data-backed predictions
- Minimizes risk and optimizes revenue opportunities
- Helps in strategic venue prioritization

3. Market Research & Data Integration

Use Cases:

- Analyzing Spotify, industry, and demographic data
- Competitor and comparable artist benchmarking
- Estimating audience turnout per city or region

Benefits:

- Tailors planning to real audience insights

- Enhances targeting accuracy for promotions
- Enables smarter budget allocations
- Maximizes tour revenue

4. Prescriptive Analytics

Use Cases:

- Suggesting optimal promotional spend by demographic
- Recommending transportation/accommodation combinations based on cost, timing, and logistics
- Contract clause suggestions and risk mitigation

Benefits:

- Automates strategic planning steps
- Enhances operational efficiency
- Reduces dependency on manual scenario modeling

5. Automated Reporting & Dashboards

Use Cases:

- Revenue forecasts and cost breakdowns
- Dashboard for tracking promotional engagement and KPIs
- Payment tracking, invoicing reminders

Benefits:

- Keeps stakeholders informed with real-time insights
- Reduces administrative overhead
- Helps monitor ROI from different activities

6. Web Scraping & Data Aggregation

Use Cases:

- Gathering quotes from travel and accommodation platforms (e.g., Expedia, Airbnb, Kayak)
- Aggregating weather data and insurance quotes
- Monitoring ticket platforms for pricing and competitor activity
- Music venue information: availability, location & genres

Benefits:

- Speeds up research and decision-making
- Ensures up-to-date, competitive pricing and offers
- Enables broader option comparison at scale

7. Image & Media Generation

Use Cases:

- Generating promotional visuals tailored to each platform
- Creating graphics for merch, banners, and tour visuals
- Video previews or AI-assisted video editing for promo reels

Benefits:

- Saves time and cost on design
- Allows rapid testing of creative concepts
- Supports brand consistency across channels

Oftentimes these things fall to the artist if the manager does not have time to handle this or the artist cannot afford a tour manager. This enables artists to create a more efficient and robust tour themselves, in addition to making management companies operations more efficient.