

Milestone 1

Process Document

GenAI - MGTA 495

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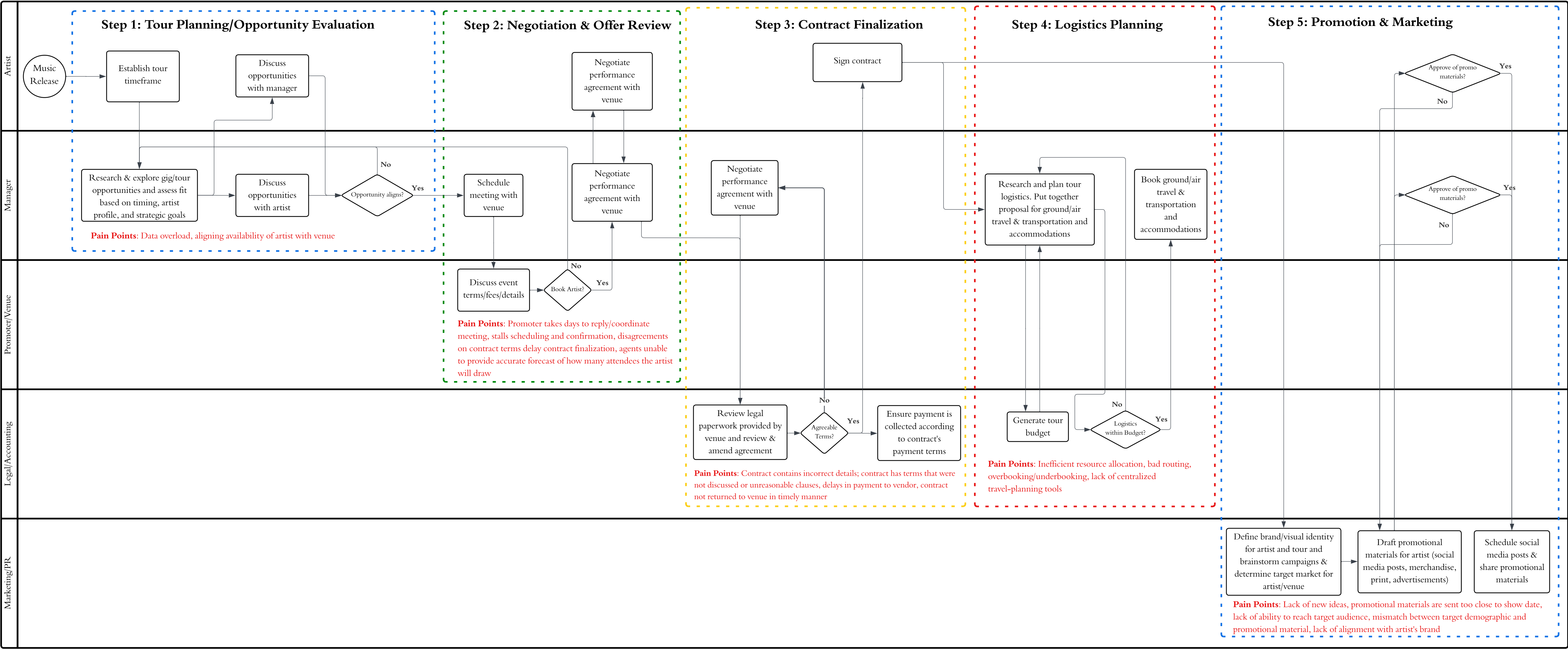
Overview:

This document provides process documentation that covers the full lifecycle of an artist's planning and execution of a tour after a music release. We generated this process flowchart by completing industry research, watching 'a day in the life' content created by artist managers, and by conducting interviews with individuals responsible for planning and booking artists for festivals. Booking an artist for a live performance for a show or festival is a multi-step process involving careful coordination between the artist's team and external stakeholders.

We took on the role of exploring a music artist's manager process of planning and booking shows. We envisioned working as a manager at Red Light Management, one of the largest independent music management firms globally. Red Light works with artists across genres and handles everything from tour planning to branding and logistics. By streamlining processes such as venue selection, contract review, and promotional planning using GenAI, Red Light could enhance operational efficiency, increase artist visibility, and reduce time-to-booking.

The entire process is mapped in a diagram on the following page; then we detail each step in the process and outline a description of current methods, tools, responsibilities, and time requirements.

We conclude this document with our research on pain points and inefficiencies that we gathered from the various sources outlined above.



1. Opportunity Evaluation

The process begins when a show or festival opportunity arises, either through inbound inquiries (e.g., emails from promoters or festival bookers) or outreach initiated by the artist's booking agent or manager. The evaluation involves assessing the strategic value of the event by analyzing location, expected audience size, venue reputation, date availability, financial offer, and the event's alignment with the artist's brand. The manager, and sometimes the artist themselves, weigh these factors before deciding whether to proceed.

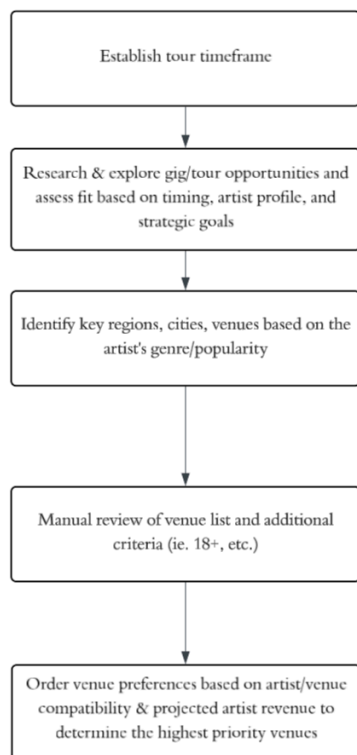
Current Method: Email inbox scanning, calendar syncing, and offer sheet review

Tools Used: Email (Gmail/Outlook), Google Calendar, CRM platforms

Responsible Parties: Artist, Manager

Time Required: 1 to 2 days

Step 1: Tour Planning/Opportunity Evaluation



2. Negotiation & Offer Review

Once the opportunity is deemed promising and is approved by both the artist and the artist's manager, negotiations begin. The artist's manager or agent contacts the promoter to request a formal offer sheet. This document includes proposed performance fee, billing position (e.g., headliner or support), date, venue, load-in/soundcheck times, technical requirements, lodging and travel terms, and ticketing splits. Negotiation often involves back-and-forth emails or phone calls to clarify and adjust terms. Upon mutual agreement, a verbal confirmation is issued to temporarily hold the date.

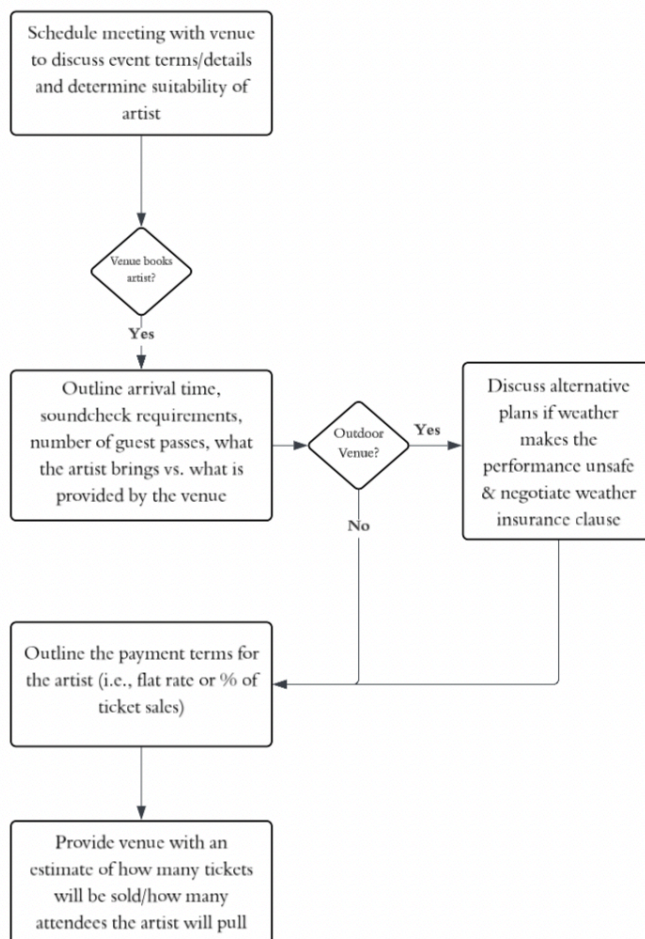
Current Method: Email or phone-based negotiation; offer sheet sent as PDF or Google Doc over email or shared folders

Tools Used: Gmail/Outlook, Google Docs, Dropbox, WhatsApp/Signal for fast responses

Responsible Parties: Manager, Promoter

Time Required: 2 to 7 days (varies largely depending on responsiveness of both parties)

Step 2: Negotiation & Offer Review



3. Contract Finalization

After a verbal agreement, the promoter sends a formal contract. The manager (or legal counsel for larger acts) reviews the document to confirm that all agreed terms are accurately reflected. Specific attention is paid to payment schedules (typically a 50% deposit upfront), cancellation clauses, liability, insurance, and force majeure. Once approved, both parties sign using digital signature tools. The artist's team then submits tax paperwork (e.g., W-9 for U.S. artists) and issues an invoice for the deposit.

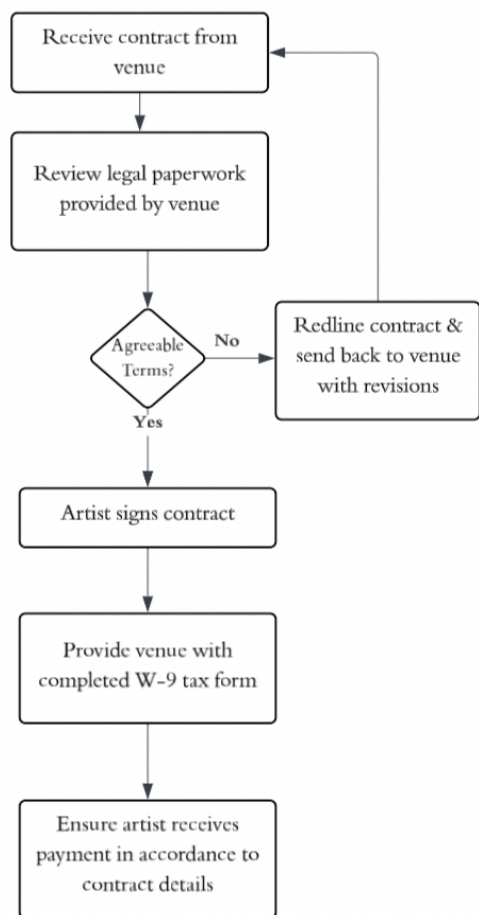
Current Method: Manual review and digital signing of contract documents

Tools Used: DocuSign, Adobe Acrobat, QuickBooks, Google Drive

Responsible Parties: Manager, Agent, Legal Advisor, Promoter

Time Required: 2 to 3 days

Step 3: Contract Finalization



4. Logistics Planning

Once the venue is confirmed, the artist's team shifts focus to travel, lodging, technical needs, and accommodations. Flights/ground transportation and hotel rooms are researched and arranged based on the event's location and schedule.

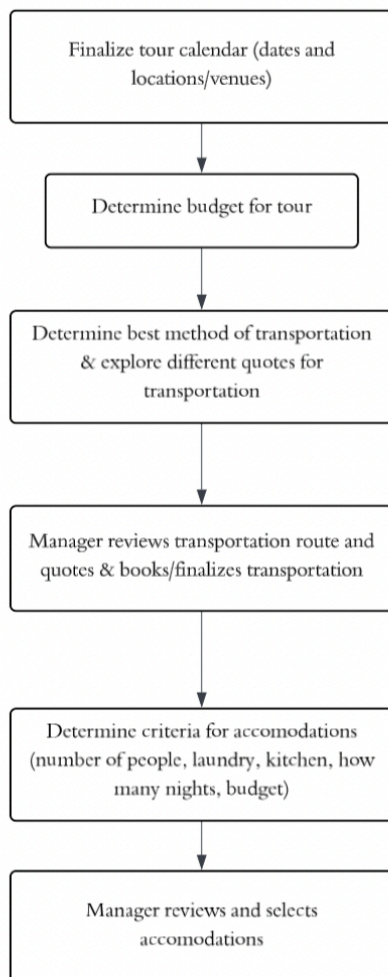
Current Method: Booking services coordinated via travel agents or manually online; technical needs shared via email

Tools Used: Expedia, Booking.com, Google Sheets

Responsible Parties: Manager, Accounting/Finance

Time Required: 5 to 10 days, depending on travel complexity and festival/venue coordination

Step 4: Logistics Planning



5. Promotion & Marketing

Promotional coordination begins for the tour/artist. The artist's marketing team is responsible for defining the tour's concept and highlighting the artist's brand. Research is then conducted by the team to ensure they promote the artist/tour to the demographic that has the highest propensity to buy tickets to the event. The team then coordinates social media announcements, countdowns, pre-show content, and promotional videos.

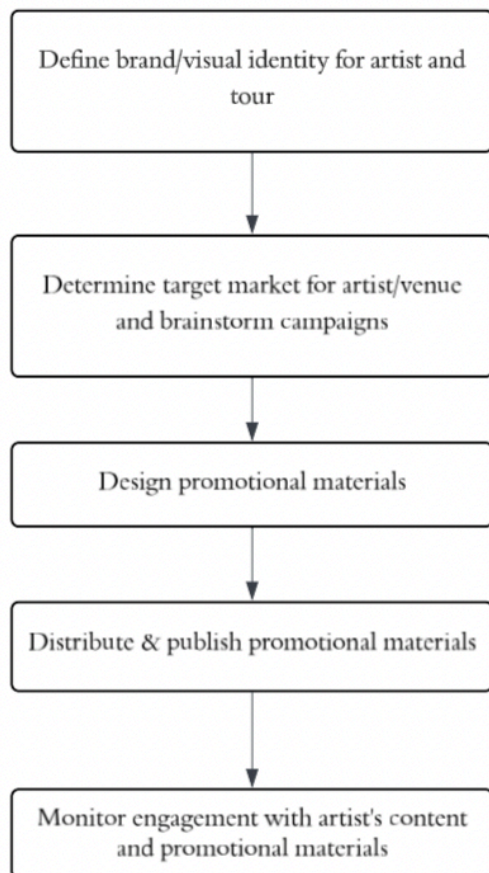
Current Method: Media kit sharing and social media scheduling

Tools Used: Canva, Google Drive/Dropbox, Instagram, TikTok

Responsible Parties: Manager, Marketing/PR, Artist

Time Required: 3 to 7 days

Step 5: Promotion & Marketing



Pain Points and Inefficiencies

1. Delays in Negotiation

Negotiation delays are one of the most cited frustrations among artist managers and agents. According to a 2023 survey by Bandsintown for Artists, 47% of independent artist managers reported “slow responses from promoters” as the primary bottleneck in securing gigs. These delays can stretch simple negotiations into week-long processes, especially when key details (such as billing position or fee structure) are vague or missing. There are often disagreements between the venue and artist in terms of setting the fee schedule and amounts. Interviews with mid-tier managers suggested that “initial inquiries often go cold for days, requiring repeated follow-ups,” which disrupts scheduling and sometimes results in the artist accepting less optimal offers out of urgency.

Source: Bandsintown Artist Manager Survey, 2023 + Interviews with Festival Coordinators

2. Contract Errors and Manual Reviews

Contract inconsistencies, such as incorrect show times, billing order, hospitality provisions, or payout terms, are a frequent source of friction. A case study of 25 performance agreements across a sample of indie artists in 2024 revealed that 24% of contracts contained critical errors requiring revision before signing. These errors often arise from copying and pasting clauses from old templates or a lack of centralized documentation. The lack of standardized digital contracting tools means each party is reviewing documents manually, increasing the risk of oversight and slowing down execution.

Source: IMN Case Study, 2024 + Interviews with Festival Coordinators

3. Disjointed Logistics Planning

Logistics are often handled reactively rather than systematically. According to internal data from tour management software providers like Eventric and Prism, logistical changes occur in 30–40% of bookings after the contract is signed, usually due to late-arranged travel or missed tech specs. This affects everything from arrival times and backline setup to hospitality readiness. One artist team reported having to rebook flights two days before a festival due to a misalignment between soundcheck and arrival times—costing over \$1,200 in change fees and adding stress to the schedule.

Source: Eventric Data, Pollstar Interviews, 2023

4. Delayed Promotional Material Delivery

Marketing success is tightly linked to early and effective promotion, yet many artists submit media assets late in the booking cycle. Promoters interviewed for a 2023 DIY Musician Collective report shared that nearly 60% of artists deliver assets after the show has already been announced, reducing lead time for meaningful marketing. Shows with delayed artist announcements see 12–15% lower ticket sales on average, according to aggregated data from independent ticketing platforms like DICE and See Tickets.

Source: DIY Musician Survey + DICE Webinars, 2023

5. Payment Delays

Perhaps the most sensitive issue is delayed deposits or final payments. In the live music industry, deposits are typically required to confirm the booking, yet industry anecdotes suggest that 1 in 5 promoters either pay late or require reminders. These delays introduce financial uncertainty, especially for emerging artists who may rely on upfront payments for travel or lodging. A 2024 showcase event in Austin had to drop three acts the week of the show due to missed deposits, with one artist citing over \$2,000 in lost opportunity costs after having turned down another gig.

Source: SXSW Backstage Business Panel, 2024; Symphonic Manager Forum