

Welcome! Please grab a
Gig Plan worksheet

Getting The Gig

May 6, 2023

2023 Mt Hood Jazz Festival



Getting the Gig is focused towards new & emerging ensembles.
Professional groups and solo players will find nuggets too.



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2023 Mt Hood Jazz Festival

Presented by: Andy Taylor

Portlandia Brass Ensemble & Rose City Trombones

www.tromboneandy.com

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ANDY TAYLOR

Bass Trombone





1. There is no “one way” to get a gig.
2. This workshop is based on my blend of music, business and engineering experiences.
3. Your mileage may vary.
4. This workshop will not cover: musical proficiency, legal advice, music copyright requirements.

Workshop Structure

- Setup:
 - Math or Fun vs. Biz
 - Why would you hire (you)
 - Where to find gigs
 - Techniques for finding gigs
 - Keeping gigs
- Breakout session:
 - Pick a band gig plan for the group to develop
 - Fill out the Gig Plan
 - Present to room



ChatGPT – How can I find a gig?



1. Contact event planners and venues
2. Attend music events and concerts in your area,
3. Network with other musicians, composers, and conductors
4. Create a website or social media page
5. Collaborate with other musicians
6. Participate in music competitions
7. Have a polished and professional demo or recording of your performances

ChatGPT

The End

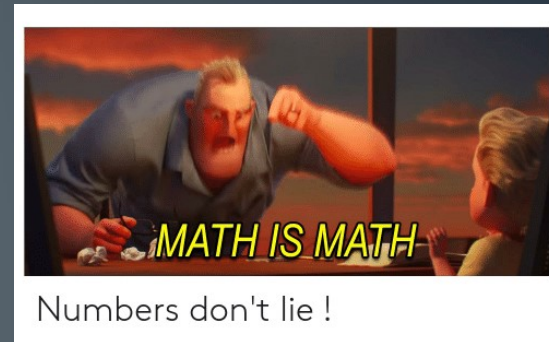
$\cos \alpha = 1 \quad \text{rot } \vec{v} = \nabla \times \vec{v}$
 $\alpha = \frac{1}{\sqrt{1 + \tan^2 \alpha}}$ $\iint U d\vec{S} = \iiint \nabla U dV$ $\arctan x \sim x$ $\int \cos x dx = \sin x$ (e^x)
 $x y y' = 0$ $\sin^2 \alpha + \cos^2 \alpha = 1$ $\lim_{x \rightarrow 0} \frac{\sin x}{x} = 1$ $\frac{dy}{dx} = p(x) y$ $S = \int 2\pi r dl$
 $\frac{2d}{2 \tan \alpha} = \frac{1 - \tan^2 \alpha}{1 + \tan^2 \alpha}$
 $S = \int 2\pi r dl e^{ax}$
 $|x| = \frac{a^x}{\ln a} \begin{cases} x = p(u, v) \\ y = \psi(u, v) \end{cases}$ $S = \nabla U dV$ $|a| = \begin{cases} a, & a \geq 0 \\ -a, & a < 0 \end{cases}$ $\text{rot } \vec{v} = \nabla \times \vec{v}$
 $C_n^k = \frac{n!}{k!(n-k)!}$ $\lim_{x \rightarrow 0} \frac{\sin x}{x} = 1$ $F(x, y, y') = 0$ $dl = dx \sqrt{1 + (u')^2}$ \lim
 $\frac{8}{9} = 0$ $0 \leq q < 1$ $\text{div } \vec{v} = 0$

SIMPLE MATH

But Playing Music is Supposed to be Fun?!

Performing is an art
Music is a business

Performance Art **X** Music Biz = \$



If you excel at one and strike out at the other...

FAQ: Should I take gigs for 'exposure'?



FUN OR BUSINESS?



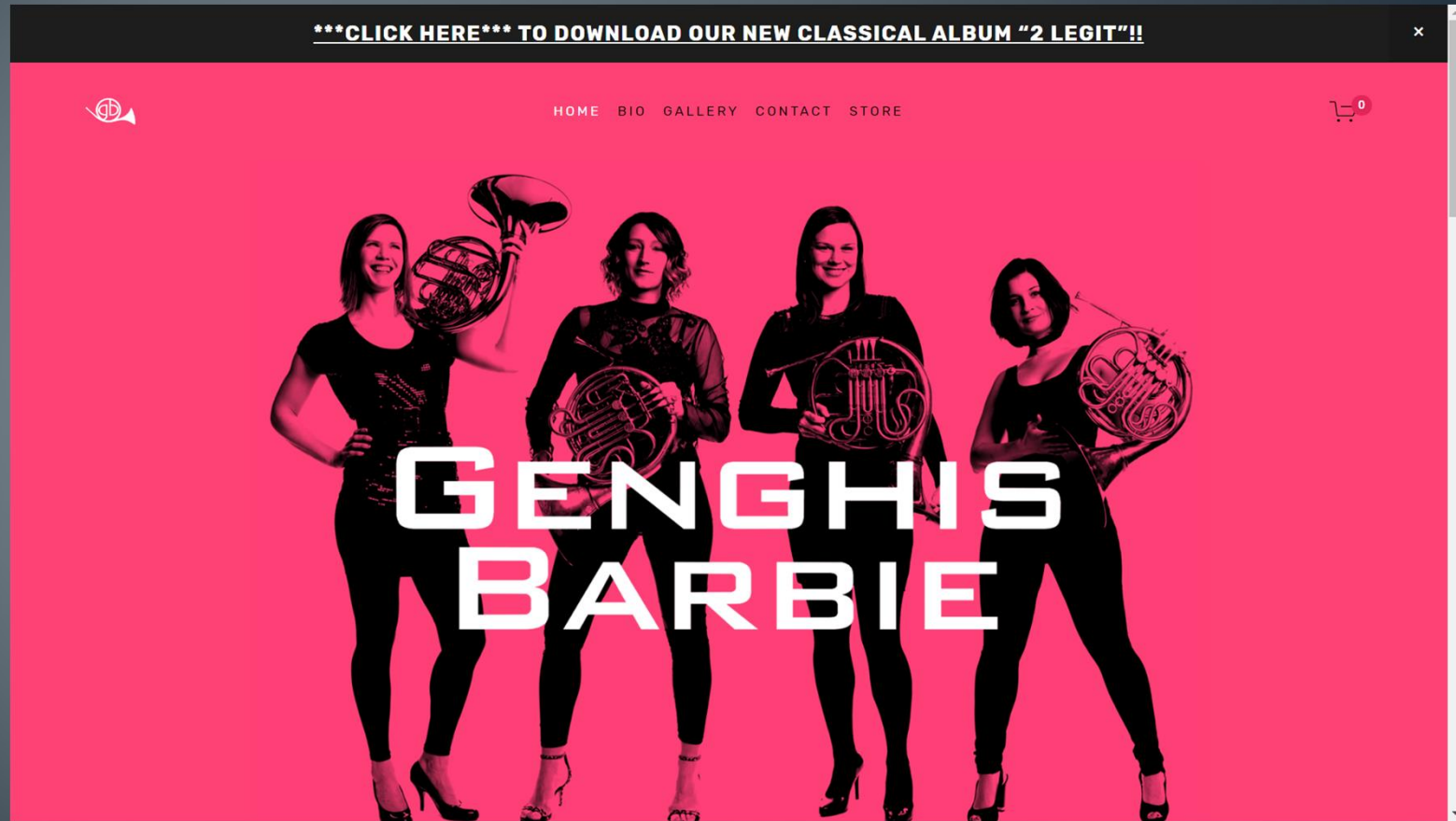
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Up Front Costs To Consider

- Web site: design, custom URL, hosting
- Logo design
- Business Cards
- Uniforms
- Merch inventory
- Recording: studio, sound engineer, distribution
- LLC
- Taxes
- Accountant
- Bank Fees
- Sheet Music



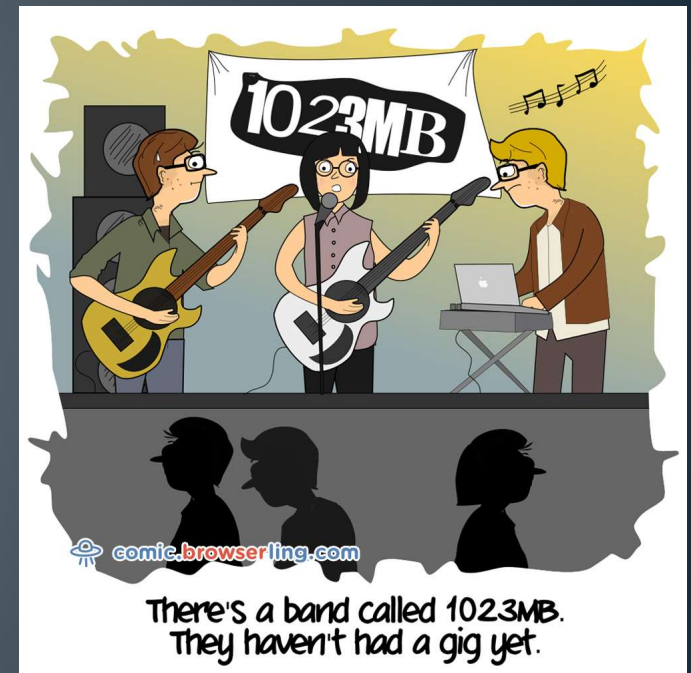
Case Study: Ghengis Barbie



Why would you hire (you)?

TIP!

- What's in a name?
- Be findable: URL, social media, biz card, e-press kit
- Have video(s): Youtube, band web site
- Know your target audience: family friendly, bar scene, aficionados, generation specific
- What's your unique entertainment hook?
- Marketing plan
- Mission/vision

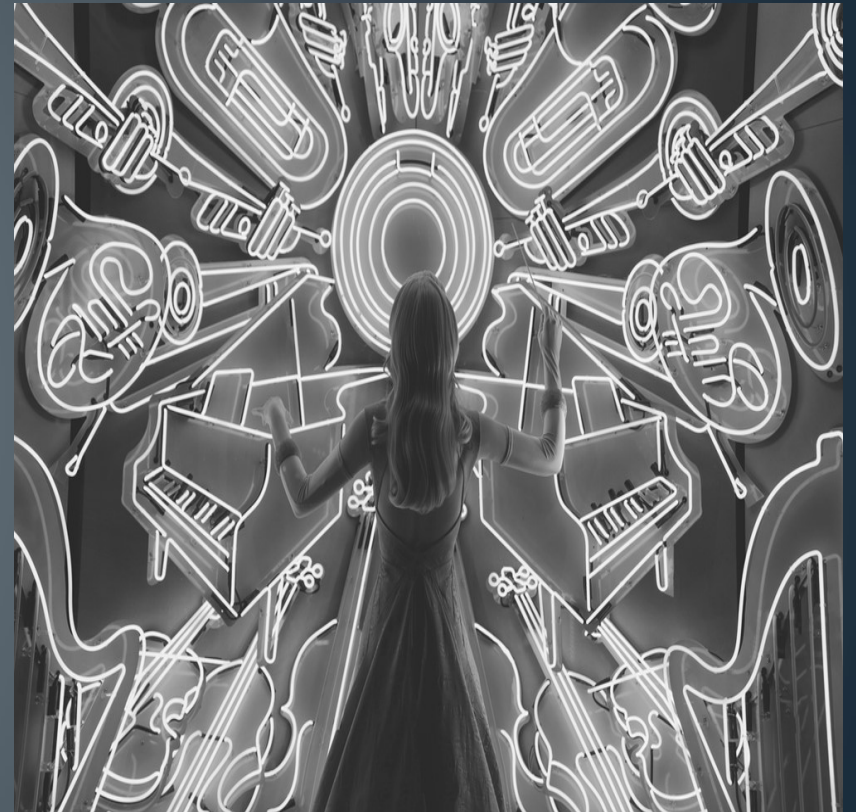


Know Your Music Industry Trends

- Portland jazz – small is in: The 1905, Wolfs, Wayfarer, Mississippi Pizza
- In home performances – varies by geography
- Classical music audiences aging
- Movie music & video game music audiences growing



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Case Study: The Beat Goes On



- Vision: Adult fun, travel
- Top Gigs
 - Presidential Inauguration
 - China
 - Rose bowl



Where to Find Gigs

- Friends
- Frenemies
- Trends in your music genre
- Every gig leads to something else
- Say “yes”
- HOST YOUR OWN SHOW
- PLUG INTO AN EXISTING SERIES
- NEIGHBORHOOD
- ASK FORGIVENESS

FAQ: Should I use/pay for online gig finder tools?



WINERIES
HIGH SCHOOL
MIDDLE SCHOOL
DIXIELAND SOCIETY
SCOTTISH RITES
ELKS LODGE
MUSIC STORES
SENIOR LIVING CENTERS
WILLAMETTE WEEK
CLASSICAL MUSIC JAM
MAJOR/MINOR LEAGUE
SPORTS
RADIO
PORTLAND ZOO (ZOO LIGHTS)
HOLIDAYS

Public libraries
Churches
Mississippi pizza
West Linn Ale & Cider
Jack London Revue
The Old Church
OMSI
Portland 5
Portland Parks
Pioneer Square
Colleges
Art/Music festivals
Seasonal Fairs
Chamber Music
Hillsboro
Cultural Centers

GROUPMUSE

CONCERTS IN YOUR HOME

THIRD ANGLE PORCH MUSIC

SOFARSOUNDS

FOLK ALLIANCE INTERNATIONAL

LOOSEWIG JAZZ

CLASSICAL REVOLUTION PDX

OPEN MIC NIGHTS

DINNER CLUBS

DANCE CLUBS

VENUES

WEDDING/EVENT PLANNERS

PLACES YOU WOULDN'T EXPECT
TO HEAR YOUR GROUP

TV NEWS MORNING SHOW



Case Study: Rose City Trombones

- Vision: Tie identity to Portland and PNW
 - Semi pro (Not a church group)
- Top gigs:
 - TEDxPortland
 - China
 - International Trombone Festival
 - All Classical Thursdays at Three



Techniques To Get The Gig

- GETTING STARTED VS. GROWING
- PLAN GIG HUNTING TIME EVERY DAY. STRATEGIES:
 - VOLUNTEER
 - CALL TILL YOU HAVE 3 NO'S
 - CHECK YOUR CALENDAR FROM LAST YEAR
 - CHECK THE LEAD SHEETS FROM PAST GIGS
 - SCAN FACEBOOK EVENTS, WILLAMETTE WEEK, ALL CLASSICAL FM
 - ASK A FRIEND
- SEND A SAMPLE "TAPE"/LINK



**FESTIVAL
VOLUNTEERS
WANTED!**

You will not get 100% of whatever you don't ask for.

Case Study: NW Transit Band

- Chicago tribute band



FIND US **APRIL 1 ST - 8 PM**
The Sportsman Public House
121 N Main Ave Ridgefield, WA

NORTHWEST TRANSIT BAND
"Bringing back the music you love"

Chicago, Steely Dan, Doobie Brothers, Stevie Wonder, The Beatles and much more!

FIND US **APRIL 8 TH - 6 PM**
The Redgate Winery
8175 Buena Vista Rd Independence, OR

NORTHWEST TRANSIT BAND
"Bringing back the music you love"

Chicago, Steely Dan, Doobie Brothers, Stevie Wonder, The Beatles and much more!

FIND US **APRIL 22 ND 8 PM**
Diversity Cafe
2104 Main St, Forest Grove, OR

NORTHWEST TRANSIT BAND
"Bringing back the music you love"

Chicago, Steely Dan, Doobie Brothers, Stevie Wonder, The Beatles and much more!

How To Keep The Gig

- HAVE A GREAT SHOW
- BE PROFESSIONAL - FIRST IMPRESSIONS - BEHAVIOR LOSES REPEAT GIGS
- ASSUME THE MIC IS ALWAYS ON
- ETHICS – WHAT YOU DO WHEN NO ONE IS LOOKING
- TIP!** • MAKE IT EASY FOR THE BOOKING AGENT
- PROMOTE YOUR HOSTS' BUSINESS
- FOLLOW UP WHEN THEY TELL YOU TO
- MAKE REQUESTED ADJUSTMENTS (PLAY THEIR FAVORITE SONG)
- TIP!** • KNOW HOW YOU'RE GETTING PAID
- MARKETING & MERCH

Every performance is an
audition for some next gig



Spreadsheets & Calendars & Contracts -- *oh my!*

Breakout session – your plan

- 00:00 break up into groups of 5
- 00:03 Introductions, Share your gig plans (1 min each), pick one plan to develop in the group
- 00:10 Use group resources to fill out the plan (10 min), be uninhibited
- 00:20 pick a presenter and present plans to the whole room
- 00:30 final questions/wrap up

Worksheet (separate doc)

- Music Group name:
- Website
- Mission/Vision: fun, recordings, fame, touring, collaboration, pushing boundaries, etc.
- What is unique about this group? relaxed, audience participation, marching, singing, comedy (schtick)
- Target audience: aficionados, casual, family, seated, dance, sing along,
- Ideal venue: bar, schnitz, concert hall, living room, outdoors
- Possible gigs for this group: ongoing vs. seasonal
- Social media
- Notes: funding source?

Getting the Gig

Band Name: _____ Website: _____

Mission/Vision _____ Unique entertainment hook _____

Target Audience

Ongoing Gigs

Seasonal Gigs

Best Venues

Marketing

- Logo
- Merch
- Social Media
- Business Cards
- Mailing List

Keeping Things Running

- Arrive Early
- Be Professional
- Clean
- Make it easy for the organizer

NOTES:
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SCOTTISH RITES
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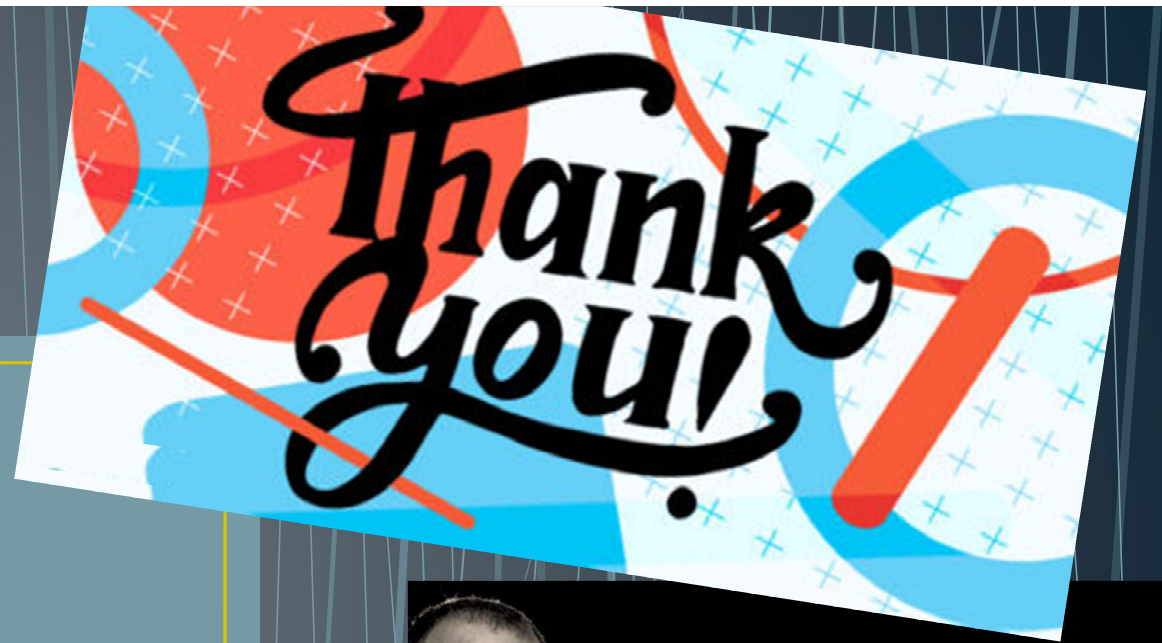
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