

“ G e t t i n g a G i g ”

Millie Millgate – Sound Gallery Management

- **Recording**

Cassette or CD
3 songs maximum (Best and/or diverse)
Do not expect to get it back

- **Biography**

Different styles for the level of the band (Introduction – detailed release)

Example - Introduction

No longer than one page

Name of band (clear)

1 paragraph – short history (3/4 piece, 3 years, Wollongong)

1 paragraph – style of music and influences

Last 3 venues played – approximately how many people at each

- **Letter**

Venue specific

Personalised – the correct person

Short reason as to why you want to play there (Suites, showcase, ready)

- **Research – Do your Homework**

- Match the venue to the style music you play
- Immedia! – Read the Music Directory
- Ask people you meet about different venues/spaces
- Actually go and see different bands play in the venues

- **Suggestions**

- Send the same info to bands you would like to support
- Get to know the members in different bands, word of mouth is the best recommendation
- Do not over play (once every four/six weeks)
- Promote every show, even/especially if it's a support (not just to audience but to industry)
- Invite your friends (obvious yes – but not everyone does)
- Looking for pub venue alternatives (local councils, backyards, rehearsal rooms)

Venue booker needs to marry quality acts with financial considerations

- **Be realistic**

- Understand that it will take time to get shows, do not take it personally or as a reflection on the band if your calls aren't returned
- Know where you sit in the big picture and understand that in most venues you will need to start off doing early weeknight shows (Mon/Tues)
- Don't attempt to play the premier venues for your first few shows. Work your way up to them, by having solid nights in other rooms first.
- Always tell the truth when asked how many people came to you last show, as whilst they are competitors bookers of different venues are in regular contact and will talk to each other for verification
- Realise that in order for the venue to keep operating they need to make money. This comes ultimately from bar sales and this means people in the room drinking – even if you are the greatest band in the world, if you have a dud night, you won't be asked back in a hurry
- If you do have a 'dud' night address this immediately. Call the next week, ask for advice and let the venue know that you would like another try.

- Determine why your band exists. If you are serious, treat each show as though it could be the turning point in your career and set plans to develop your act. If you are just playing for a hobby and a bit of fun, which is just as valid to a venue then let them know that.