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Global Certificate in Music Tour Management

## Marketing and Promotion for Music Tours

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**\*\*ABC Charts:\*\*** A type of chart used in the music industry to compare the sales figures of different albums. The charts rank albums based on their sales, with the best-selling album at the top.

**\*\*Acoustic Music:\*\*** Music that is performed without the use of electrical amplification. Acoustic music can be performed with a variety of instruments, including the guitar, piano, and violin.

**\*\*Advance Press:\*\*** The promotion and publicity efforts that are undertaken before a music tour. Advance press helps to build excitement and anticipation for the tour, and can include press releases, interviews, and social media campaigns.

**\*\*After-Party:\*\*** A party that is held after a music concert or tour. After-parties are often used as a way to celebrate the success of the tour, and can be attended by the band, crew, and special guests.

**\*\*Album Art:\*\*** The visual design and imagery that is used to promote and represent a music album. Album art can include the album cover, liner notes, and any other promotional materials that are associated with the album.

**\*\*Amplifier:\*\*** A device that is used to increase the volume of an electrical signal. Amplifiers are commonly used in the music industry to amplify the sound of musical instruments, such as guitars and drums.

**\*\*Audio Engineer:\*\*** A professional who is responsible for recording, mixing, and mastering audio recordings. Audio engineers work in a variety of settings, including recording studios, live concerts, and music tours.

**\*\*Audio Mixer:\*\*** A device that is used to combine and balance multiple audio signals. Audio mixers are commonly used in the music industry to mix the sound of live concerts and music tours.

**\*\*Backline Equipment:\*\*** The equipment that is used by a band or musician on stage, including drums, amplifiers, and keyboards. Backline equipment is typically provided by the venue or promoter, and is set up by the band's road crew.

**\*\*Banner Ads:\*\*** Advertisements that are displayed on websites, typically in the form of a banner that runs across the top or down the side of the page. Banner ads are a common form of online advertising, and are often used to promote music tours and concerts.

**\*\*Billing:\*\*** The way in which a band or musician is listed on a concert or music tour poster or advertisement. The billing indicates the level of importance or prominence of the band or musician, and can affect their compensation and exposure.

**\*\*Booking Agent:\*\*** A professional who is responsible for securing engagements and performances for a band or musician. Booking agents work with venues, promoters, and other industry professionals to book

shows and tours.

**\*\*Box Office:\*\*** The location where tickets for a concert or music tour are sold. The box office can be a physical location, such as a ticket window at a venue, or an online platform, such as a website or ticketing app.

**\*\*Brand Partnerships:\*\*** Collaborations between a band or musician and a brand, in which the band promotes the brand's products or services in exchange for compensation or other benefits. Brand partnerships are a common way for bands and musicians to generate revenue and exposure.

**\*\*Budget:\*\*** The estimated cost of a music tour, including expenses for transportation, accommodations, equipment, and personnel. A budget helps to ensure that a tour stays within its financial means, and can help to identify areas where costs can be reduced.

**\*\*Catering:\*\*** The provision of food and drink for a band or musician during a music tour. Catering is often provided by the venue or promoter, and can include meals, snacks, and beverages.

**\*\*Census Method:\*\*** A method of measuring music sales in which all sales are counted, regardless of whether they are physical or digital. The census method is used by Nielsen SoundScan to track music sales in the United States.

**\*\*Charts:\*\*** Lists that rank music albums, songs, or artists based on their popularity or sales. Charts are used to track the success of music releases, and can be used to determine airplay, placement on playlists, and other forms of exposure.

**\*\*Circle Method:\*\*** A method of measuring music sales in which a sample of retailers is surveyed to estimate total sales. The circle method is used by the Official Charts Company in the United Kingdom to track music sales.

**\*\*Clock Time:\*\*** The actual time that a music performance or tour is scheduled to start and end. Clock time is used to coordinate the activities of the band, crew, and venue, and to ensure that the performance runs smoothly.

**\*\*Co-Headliner:\*\*** A band or musician who shares the headlining spot on a concert or music tour with another band or musician. Co-headliners typically perform equal sets and receive equal billing.

**\*\*Compensation:\*\*** The payment or other benefits that a band or musician receives for performing on a concert or music tour. Compensation can include a guaranteed fee, a percentage of ticket sales, and other perks.

**\*\*Concert Promoter:\*\*** A professional who is responsible for organizing and promoting concerts and music tours. Concert promoters work with venues, booking agents, and other industry professionals to plan and execute successful events.

**\*\*Consignment:\*\*** An arrangement in which a retailer sells a product on behalf of a manufacturer or distributor, and is only paid a commission on the sales. Consignment is a common way for independent

musicians to sell their merchandise in record stores and other retail outlets.

**\*\*Contingency Plan:\*\*** A plan that is put in place to address unexpected events or emergencies during a music tour. A contingency plan can include backup equipment, alternate transportation, and other resources that can be used in the event of a problem.

**\*\*Contract:\*\*** A legal agreement between a band or musician and a venue, promoter, or other party. A contract outlines the terms and conditions of the engagement, including compensation, responsibilities, and other details.

**\*\*Cover Song:\*\*** A song that is performed by a band or musician other than the original artist. Cover songs are often used as a way to pay tribute to a favorite artist or to add variety to a live performance.

**\*\*Crew:\*\*** The team of professionals who work behind the scenes on a music tour, including roadies, audio engineers, lighting technicians, and other support staff. The crew is responsible for setting up and breaking down equipment, running the show, and providing other support to the band.

**\*\*Crowd Surfing:\*\*** The act of being passed through a crowd while standing or sitting on the hands of other people. Crowd surfing is a common occurrence at concerts and music festivals, and can be a dangerous activity if not done safely.

**\*\*Cue-to-Cue:\*\*** A rehearsal or run-through of a music performance in which the band or musician practices the transitions between songs. Cue-to-cue rehearsals help to ensure that the performance runs smoothly, and can help to identify any potential issues or problems.

**\*\*Day Sheet:\*\*** A document that outlines the schedule and details of a music performance or tour for a particular day. A day sheet typically includes information about load-in and soundcheck times, set times, and other important details.

**\*\*Decibel (dB):\*\*** A unit of measurement for sound level. Decibels are used to measure the volume of sound, and can be used to ensure that the volume of a music performance is within acceptable limits.

**\*\*Demographics:\*\*** The characteristics of a group of people, such as age, gender, income, and education level. Demographics are used to segment and target audiences for music marketing and promotion.

**\*\*Deposit:\*\*** A payment that is made in advance of a music performance or tour, typically to secure a date or venue. Deposits are usually non-refundable, and are applied to the final payment for the engagement.

**\*\*Digital Music:\*\*** Music that is stored and distributed in a digital format, such as MP3 or WAV files. Digital music can be downloaded or streamed online, and is a popular way for fans to access and enjoy music.

**\*\*Direct-to-Consumer (DTC):\*\*** A sales strategy in which a band or musician sells their products or services directly to their fans, rather than through intermediaries such as record labels or retailers. DTC sales can include merchandise, music downloads, and other products.

**\*\*Discography:\*\*** A list of the albums, singles, and other recordings that have been released by a band or

musician. A discography can include information about the release date, format, and track listing of each recording.

**\*\*Door Price:\*\*** The price of a ticket at the door of a music performance or tour. Door prices are typically higher than advance prices, and are used to sell tickets to last-minute buyers or to those who did not purchase tickets in advance.

**\*\*Doorperson:\*\*** A staff member who is responsible for checking tickets and admitting patrons to a music performance or tour. The doorperson is typically stationed at the entrance of the venue, and is responsible for ensuring that only ticketed patrons are admitted.