



What to have and know when approaching an Agency:

Always check Agency Roster on their website to ensure your offering 'fits' with who they already represent.

This document covers off minimum requirements when seeking a BOOKING AGENT.

Background - The goals:

- What's the dream?
- Where do you want to perform?
- When do you want to perform (ie., are there absolute "blackout" periods for you)?
- Which markets do you know?
- Do you have contacts to share?
- What is your typical fee?

Background - The basics:

- What is group the name?
- How long have you been performing as a group? And Paid?
- Type of music (sound, genre)?
- Could you provide musical reference points (influences).
- Differentiators you have: what's unique, interesting.
- Where have you performed? Please provide all details : dates/locations.
- Please provide Testimonials.
- Digital presence:
 - Do you have your own Website (for the 'group)?
 - Social media for the 'group'? Facebook Page? Instagram? These are minimums.

Here are 7 important elements to have ready to share with your Agent:

1. **Bio**

Venues have different needs and word limits for bios, so it's a **good idea to include different versions**. You should have an elevator pitch (1-2 sentences), a short bio (1 paragraph), a medium bio (2+ paragraphs) and a long bio (4+ paragraphs). **Please provide at least one short and one long bio (to be placed on website and PPN). The others are for future reference for your EPK (electronic press kit).**



2. **Photos**

These should be your **official promotional photos**. Make them **hi-resolution**, and offer a variety of options, from live shots to posed band pictures.

It's a good idea to have **vertical and horizontal options**, and even **black & white versions** available. You can also include your most recent **album or single cover image**, which can be helpful for reviewers.

3. **Video**

Provide links to your videos:

- **At minimum**, one video that shows you performing to a live audience (for Six Dynamix website and PPN);
- Other videos, eg., individual songs only which can be placed on PPN.

4. **Career highlights**

Anything that can help to give positive context to you and your music should be in your digital press kit. If you **won any awards, charted on radio, had success on streaming** platforms, or **performed at noteworthy festivals you want to highlight**.

5. **Articles / reviews**

Let's promote your press! **Include links to your best reviews and interviews**. Be sure to **pull the best quote from each review and share it with me**.

6. **Music**

Your latest music to stream : include links to Spotify or Apple Music so they can listen on their preferred streaming platform. **To be added to PPN along with relevant videos**.



7. Riders (for in person bookings)

Hospitality Rider:

- Food or drink needed, identify allergies
- Lodging needs – depending on size of group, how many rooms, bed size.

Technical Rider:

- Stage layout for you and musicians
- Technical needs for sound, lighting.