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produce content that extends beyond a show and...

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When an artist shows up at a record store, promotes both the concert and the album, and possibly offers a brief performance. Tour Publicist A public relations professional hired to maximize exposure.

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Concert promoters, national and international promoters, colleague buyers, club buyers, venue and performing arts center buyers, fair and festival buyers, casino buyers and private buyers. What are Hard Ticket Talent Buyers? Are known as concert

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promoters, they expect ticket sales to cover the cost of buying talent in a venue.

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The concert promoter is responsible for every detail from connecting the right act to the right venue and negotiating a financially-viable event contract, to managing transportation, to getting



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Touring: A Practical Guide To tickets sold, to making sure the stage and equipment is properly set up. Being a concert promoter is not a role for those who can't focus on the details.

## **What Is A Concert Promoter And How Do I Become One?**

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