

BOOKING AGENT: LENA MUELLER

ClockClock



Zweierpasch



Diese Woche bei uns

27.03.	Samantha Fish · Live 2023
28.03.	M.A. · Limbo Tour
30.03.	LAMBS & WOLVES · Album Release
31.03.	Zweierpasch · Album Release Konzert danach: Cloud 9 (Party)
01.04.	17 Hippies · 9000 Nächte Tour (danach: Party)
02.04.	Jaya The Cat · Live 2023

jazzhaus

LAMBS & WOLVES

30. März
20 Uhr



not afraid of your silence -

jazzhaus

MIA.



Michael Kaeshammer



Äl Jawala



1

Diese Woche bei uns

22.03.	Henrik Freischlader · Bring Back The Time
23.03.	The Flying Pickets · 40th Anniversary Tour
24.03.	Jaya The Cat · Live 2023 danach: ABBA Party
25.03.	Äl Jawala · Mittags- & Abendkonzert danach: Connected (Party)
26.03.	Michael Kaeshammer · Turn It Up

AGENDA

- **Talk by Lena**
- **But firstly: Create a sustainable career, take care of your mental health and work load, different stages of your career**
- **Write down your questions for the Q&A afterwards**
- **Lastly: Open talk with Lena on where you are right now in your career etc. This part will not be recorded**



**What is the situation in germany for
newcomer artists?**

Insights from working as a booking agent / management at Handshake booking?

**BOOKING AGENT:
LENA MUELLER**

+49 176 82156471
mueller@jazzhausartists.com



Omar Sosa & Paolo Fresu

FILTER NACH GENRE ▾

SUCHEN...



**Insights from german Jazz Prize 2023 –
What was the main focus of the jury
decisions?**

**DEUTSCHER
JAZZ
PREIS**



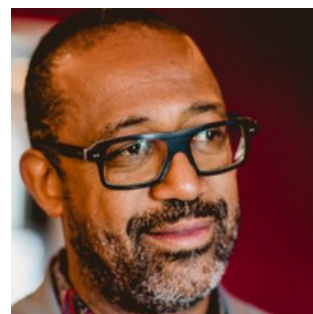
Aida Baghernejad
 Freelance Cultural Journalist, Presenter and Podcaster; Winner International Music Journalism Award 2019



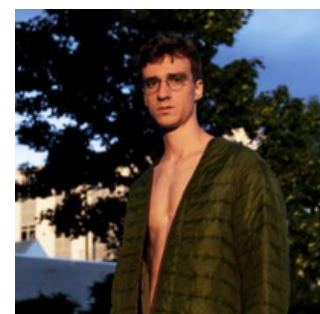
Angelika Niescier
 Saxophonist and Com poser



Catherine Nuyt
 Label Manager for Distribution at Outhere Music, Nomadic Record Dealer; Radio Co-Host of Jazz Programs



Darrel Sheinman
 Owner&Producer Gearbox Records



Erik Leuthäuser
 Vocalist, Arranger and Composer; QUEER CHEER Collective



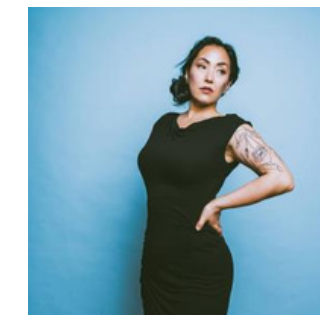
Niklas Alt
 Owner Donau115



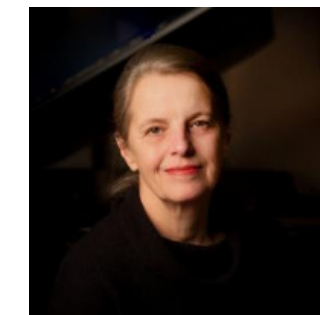
Peter Margasak
 American Music Journalist and Concert Presenter



Rabih Lahoud
 Singer and Composer



Rio Sakairi
 Artistic Director at "The Jazz Gallery" New York City



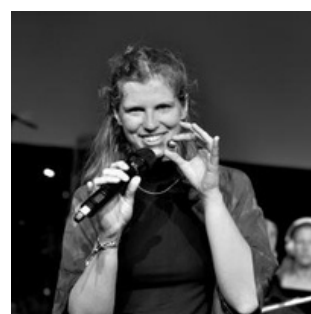
Stefanie Marcus
 Managing Director TraumtonRecord; Board Member VUT



Fola Dada
 Jazz Singer; Professor of Jazz and Pop singing at the Mannheim University of Music; Head of the StimmwerkSinging School.



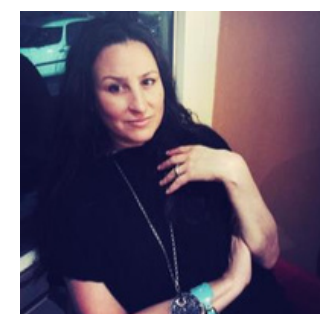
Jana Herzen
 Founder, President & Recording Artist Motéma Music



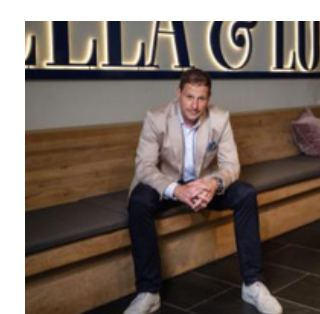
Jeanne-Marie Varain
 Managing Director Moers Kultur GmbH / moers festival



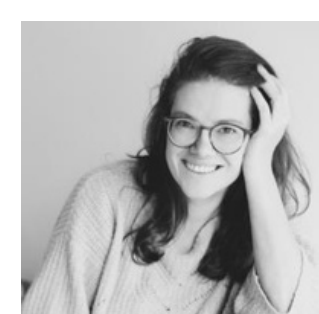
Jean-Paul Bourelly
 Guitarist and Producer; Curator House of World - Projects "The Backroom" and "Black Atlantic"



Jolanda Vujasinovic
 Artist and Concert Manager; Tambour Music Management



Thomas Siffling
 Jazz Trumpet Player and CEO of Ella & Louis Jazz Club Mannheim



Tinka Steinhoff
 Booking Agent at Tinka Steinhoff Booking.



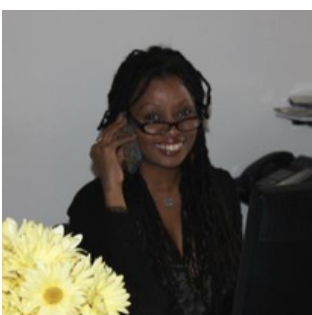
Tobias Schuster
 Founder ShoestringJazz Booking



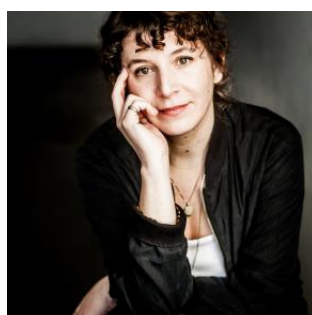
Uwe Hager
 Musicologist and Music Educator, Jazz Pianist and Founder of o-tone music



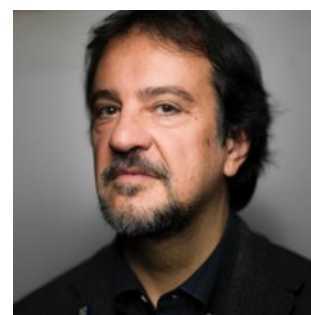
VictoriaHszirmai
 Music Critic



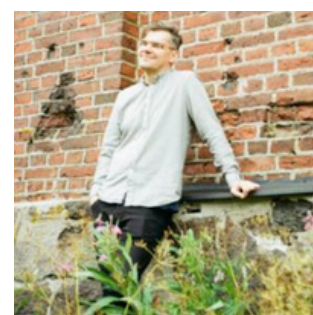
KateaStitt
 Radio Program Director / Producer and Tour and Artist Manager



Lena Müller
 Booking Agent & Artist Manager Jazzhaus Artists / Jazzhaus Freiburg GmbH



Luciano Linzi
 ArtisticDirectorCASA DEL JAZZ (Rome), JAZZMI Festival (Milano)



Matti Nives
 Founder and Artistic Director of We Jazz



Nabil Atassi
 "Late Night Jazz" Presenter and Author; Winner of the German Radio Prize and WDR Jazz Prize for Journalistic Achievements



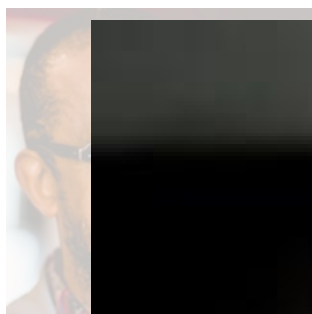
Aida Baghernejad
 Freelance Cultural Journalist, Presenter and Podcaster; Winner International Music Journalism Award 2019



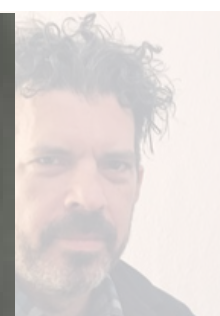
Angelika Niescier
 Saxophonist and Com poser



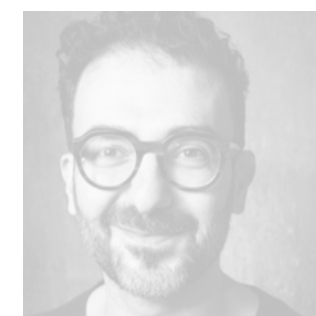
Catherine Nuyt
 Label Manager for Distribution at Outhere Music, Nomadic Record Dealer; Radio Co-Host of Jazz Programs



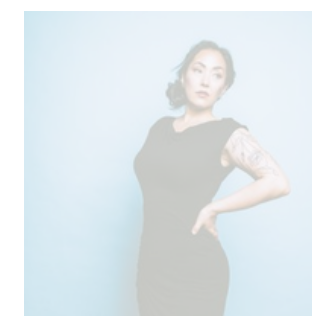
Dana O'Connell
 O'Connell



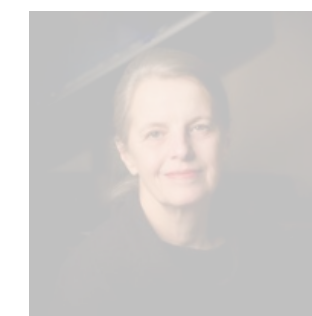
Peter Margasak
 American Music Journalist and Concert Presenter



Rabih Lahoud
 Singer and Composer



Rio Sakairi
 Artistic Director at "The Jazz Gallery" New York City



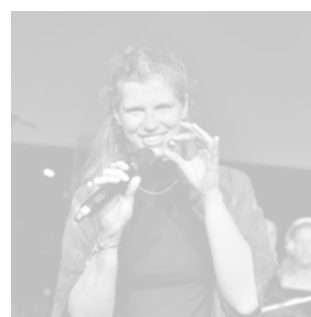
Stefanie Marcus
 Managing Director TraumtonRecord; Board Member VUT



Fola Dada
 Jazz Singer; Professor of Jazz and Pop singing at the Mannheim University of Music; Head of the StimmwerkSinging School.



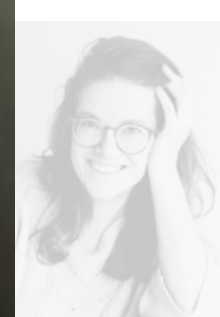
Jana Herzen
 Founder, President & Recording Artist Motéma Music



Jeanne-Marie Varain
 Managing Director Moers Kultur GmbH / moers festival



Dana O'Connell
 Guitar Curator, Projects "The Backroom" and "Black Atlantic"



Inka Steinhoff
 Booking Agent at Tinka Steinhoff Booking.



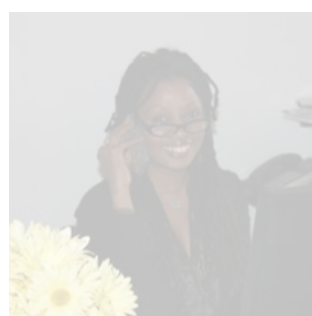
Tobias Schuster
 Founder ShoestringJazz Booking



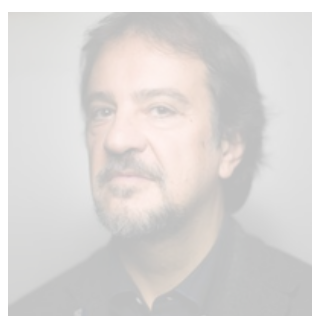
Uwe Hager
 Musicologist and Music Educator, Jazz Pianist and Founder of o-tone music



Victoria Szirmai
 Music Critic



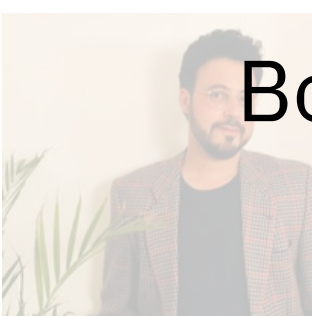
Katea Stitt
 Radio Program Director / Producer and Tour and Artist Manager



Luciano Linzi
 Artistic Director CASA DEL JAZZ (Rome), JAZZMI Festival (Milano)



Matti Nives
 Founder and Artistic Director of We Jazz



Nabil Atassi
 "Late Night Jazz" Presenter and Author; Winner of the German Radio Prize and WDR Jazz Prize for Journalistic Achievements

Lena Müller

Booking Agent & Artist Manager Jazzhaus Artists / Jazzhaus Freiburg GmbH



The working process of a booking agent.

**"What do I need to know as an artist
about closing a deal?"**

- Know about your needs in terms of fee: Set a realistic fee expectation and create a basis for your fee average (easiest way for promoters: fee including travel costs!)
- **Know about your line-up and let the promoter know about it**
- Know about your travel party (do you bring an own sound engineer e.g.?)
- **Know exactly about your needs for your technical and hospitality rider and write it down in a structured and easy to understand way. What do we bring? What must be provided by the promoter? Do we have any special needs?**
- **Who is the correct contact person for technical, organisational questions?**
- How are you travelling? Do you need ground transportation?
- **Consider exclusivity/territorial restrictions (Clubs: 100km, Festivals: much more)**
- **Suitable locations: What ticket price, what target audience, what capacity, which genre?**

What are the common deal variations?

**BOOKING AGENT:
LENA MUELLER**

+49 176 82156471
mueller@jazzhausartists.com

- Fixed fee
- Guaranteed fee versus % of the net ticket sales
- Guaranteed fee plus % of the net ticket sales after BEP (break even point)
- **In any case: Sets ticket prices with the promoter and know their capacity**
- What else is usually provided by the promoter?
- All local taxes (in Germany: Artists' social security fund 5% and foreign artists' tax 18,8%)
- local transportation within the city (train station – venue – hotel)
- PA/lights/Backline according to your rider (check possibilities with the promoter – they might need to rent it!)
- Catering + Dinner (or Dinner Buy-Out) o Accommodation (usually for 1 night)
- After your deal confirmation: Set up a contract or get one from the promoter (check it for all the details of your deal)

How to promote your music?

Promotion

- Work on your external image
- Social Media, website (keep it simple, keep it updated, keep your followers in the loop)
- Spotify (it's all about followers and playlists) youtube videos: official videos, live footage, EPKs, interviews, ...
- Audio material: bandcamp, spotify, soundcloud – secret links for upcoming new material..
- Press material: Provide some good material about you and your music (biography, press text & pictures with photo credit, press quotes, press reviews)
- Work with tour promoters: decide which channels would suit you best (social media, print, tv, radio, Spotify pitching, ...) and set a period to publish your live dates, your live footage/official videos, EPK – be open to give interviews to be visible.

Touring: Festival vs. Clubs?

Touring: Festival vs. Clubs?

- Decide how you want to tour: All year round? Focus on festivals?
- Ask yourself how much audience you can expect. Festivals help for visibility, as they often draw an audience of their own. This way you can slowly build your own audience.
- Set up concrete tour periods to communicate that you're available and active!

My personal do's and don'ts as a promoter.

DO'S

- Stay authentic. Never make music for the market - make music out of yourself and then see how you can best present your music
- Don't be put off by other tour schedules. Building yourself up is a process and needs patience and confidence
- Structure yourselves (band calendar, mark blocked dates, set official tour periods to get a couple of concerts in a row)
- Have a clear, friendly communication towards the promoter to avoid misunderstandings (pay attention to the right subject lines in an email)

Don'ts

- Try to avoid renegotiation
- Try to avoid changings in Line-Up or Set-Up
- Don't send too many mails with different subjects (if there are questions sum up and send only a few)
- Do not leave inquiries/questions/feedback unanswered for too long (max. 1-2 days)
- My personal tip: Don't call a promoter without writing an email before to follow up onto. Exception: If it's a municipal promoter and you need to ask about the right person to write too, feel free to call the formal hotline to get this info.
- Don't be too pushy. Give promoters time to review your material. Don't follow up on a weekly basis.
- Be courteous and approachable.

How to prepare for Jazzahead?

Showcase

- Provide business cards with all contact details and a QR Code to your website/music - Do your research for people you want to meet (agencies, promoter, labels, other artists...)
- Ask them for a meeting via mail – it's more personal than via the portal
- Plan your schedule (take approx. 30 min per meeting, that's common)
- If you have a showcase: Invite people! Spread the word! Distribute flyers!
- Follow up on your meetings and talks via mail – keep in touch with them as best as possible.

Helpful links:

Data base Jazz in general (Festivals, Clubs, Agencies, Labels etc

<https://www.jazzinstitut.de/en/wegweiser-jazz-3/>

Overview Jazz Festivals + Jazz clubs:

<https://jazzpages.de/jazzfestivals-deutschland-germany-europa-europe/>

<https://jazzpages.de/jazzclubs-jazzvereine-deutschland-europa-europe/>

Check out the data base of Jazzahead, if you're going to attend!

<https://jazzahead.de/en/participants-portal/>

Q & A

BOOKING AGENT: LENA MUELLER

+49 176 82156471

mueller@jazzhausartists.com

