

Got the Name Act, But Did you Get the Best Deal?

Written by Australian Business



[Get a better deal booking name acts for your next event when you use a professional booking agent.](#) ([PRLEAP.COM](#)) July 15, 2014 - Ray Gosselin, owner of EPIC Entertainment, explains how you can save money and get a better deal when using a professional booking agent to secure a name act for your next event.

Did you know that booking headline level acts directly could possibly cost you thousands of dollars more than using an experienced booking agent? You may think that handling this task yourself would save a commission and also just be kind of cool ... (because you just might somehow become friends?). Unfortunately, this is rarely the way it plays out.

You've coordinated tons of events and know how to make sure every detail is in place for a party. But, do you know every detail of booking entertainment? It may seem easy enough, but in the end you may pay more both in actual costs and the success of your event.

Ray Gosselin, owner of EPIC Entertainment, explains how you can save money and get a better deal when using a professional booking agent to secure a name act for your next event.

Rookie mistakes - If you aren't experienced with booking headline acts, you can really lose in the negotiations. The act's agent is certainly experienced and may use that to intimidate you. Keep in mind also, for a really big name, your event probably isn't personally important to them. If the agent for the name act doesn't know you (i.e., your name is not familiar as a booking agent), they can guess that you don't know the standard amount the act gets for this kind of event and they may really take advantage of your lack of experience.

Not so friendly competition - Also, be careful if you think that you can use different agents to see who can get a better deal. When a name act is contacted by multiple booking agents, this creates competition which will drive the price up rather than down. Better to research and be confident in one professional booking agent and let them negotiate a great deal.

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Payin' for the Ritz -We've talked about this before, and it's always relevant when booking headline acts. Big acts often have a long list of requirements from specialty drinks and foods beforehand to which hotel is acceptable to them, etc. Do you know who pays for their hotel, airfare, ground transportation, production, backline? Is this your responsibility or theirs? A professional booking agent knows what is standard and acceptable in the industry and will make sure to balance the wants of the entertainer with the budget you need to maintain.

To look like a pro, hire one! When it comes to booking name acts, experience really does matter. Just as you advise your clients to hire you to manage the overall planning and coordination, heed your own advice and allow experts to cover the negotiation and details of booking a name act

These are not petty details - And when it's all over, do you know how to pay the talent? We won't even get started on taxes and withholding circumstances. When you use a professional booking agent, you won't need to worry about these details at all.

At EPIC, we have extensive experience booking all kinds of name acts and we know the details to include, ensuring that the talent at your event is unforgettable and that you in turn are the real super star! Remember there's no better source for booking epic headline acts than EPIC Entertainment!

EPIC Entertainment Ray Gosselin is the owner of EPIC Entertainment. EPIC has been providing Headline Acts and a broad spectrum of contemporary, unique, and interactive event entertainment for over 18 years to corporate and private buyers. EPIC's range of services isn't just limited to booking acts. Our expertise also encompasses comprehensive production services including staging, sound, lighting, back-line equipment, and rear-screen projections for both large concert size facilities, or smaller, more intimate venues locally, nationally, and world-wide. For more information, please visit: www.epic1.com.