

## Why have live music events?

- Attract new customers
- Repay loyal regulars
- Make your business distinctive
- Build a great reputation
- Increase your sales

### What makes a successful music event?

Putting on live music can be an easy and rewarding way to increase your sales and build a good customer base but there are things you will need to consider to get the best results. So, if you are thinking about staging entertainment for the first time or even if you are an old hand, here are our....

### Top Five Tips

1. **Consult your customers**  
Putting on live entertainment for your customers rewards their loyalty and makes it a special night out. A live event will also bring in new customers so make sure you consider what type of event they might want. Ask current customers what they would like and consult them about any new ideas you have. It's good to attract new customers but you want to keep your regulars.
2. **Establish a regular frequency**  
Weekly, fortnightly or monthly, make a plan and stick with it. It is essential to have some kind of regular frequency to make live music work to its full potential. If it's not on a weekly or even fortnightly basis then at least ensure regularity, e.g. the first Saturday of every month. Sticking to this is important – customers will remember and expect it.
3. **Theme the event**  
Theme evenings really do work. They help build a reputation and raise the profile of your venue. It is well known that tributes acts are particularly popular but there are so many ideas to choose from. 60's, 70's, 80's nights, Rock n Roll, Irish folk nights, or Country nights. The list is endless. You can theme evenings around a special drinks promotion, a themed food evening, a fancy dress night or a holiday occasion such as Halloween, Fireworks night or Christmas. Fit the music played to the theme, including the background music.
4. **Times sets well**  
Acts often play two or sometimes three sets, so it is important to keep a tight reign on proceedings so that there isn't much of a lull in the entertainment. During gaps you can play background music that fits with the theme of the night or the style of the live performer.
5. **Choose the best position for performers**  
Positioning is crucial, not only from the point of view of visibility and sound but also safety. Bear in mind that the sound should be relayed evenly by any amplifiers or speakers so the sound quality does not suffer. Think about power points (you do not want lots of trailing cables) and more importantly fire exits and emergency access.

Live music will work for you if all of the above are taken into consideration. However, to reap all the rewards of staging live entertainment you will need to be committed to its success. Give it a good run and time to establish itself at your premises. You will then see the benefits that will help you to build a successful and profitable business.

