



## Finding/bringing an Artist to Emory University & Working with Agents

*The following text can also be found in the Eagle Source & on the OSLS website*

For the purpose of this guide, we will refer to a lecturer, musician, performer or any type of entertainer as ‘an ARTIST.’ If you have an artist in mind to bring to Emory, you’ll need to do some investigating. Often, this will require that you make contact with an agent, who represents the artist you are considering.

Below, we have listed some agencies with which other student organizations have had good experiences. Neither SGA, nor OSLS endorse, or recommend any specific agency. The list below is by no means a complete list of agencies, just a few examples of the multitude of companies that exist:

[Agency Group](http://www.theagencygroup.com/) (http://www.theagencygroup.com/)

[American Program Bureau](http://www.apbspeakers.com/) (http://www.apbspeakers.com/)

[CampuSpeak](http://www.campuspeak.com/) (http://www.campuspeak.com/)

[Concert Ideas](http://www.concertideas.com/) (http://www.concertideas.com/)

[Global Talent Associates](http://www.globaltalentassoc.com/) (http://www.globaltalentassoc.com/)

[Greater Talent Network](http://www.greatertalent.com/) (http://www.greatertalent.com/)

[Royce Carlton Agency](http://www.roycecarlton.com/) (http://www.roycecarlton.com/)

[Wolfman Productions](http://www.wolfmanproductions.com/index.html) (http://www.wolfmanproductions.com/index.html)

[William Morris Agency](http://wma.com/) (http://wma.com/)

[Windish Agency](http://www.windishagency.com/tours) (http://www.windishagency.com/tours)

[Young America’s Foundation](http://www.yaf.org/) (http://www.yaf.org/)

### Before you contact an agent:

- Know the Artist you are interested in
  - What is his/her background or expertise?
  - Conduct **thorough** research on the individuals’ background, including anything that may make the Artist controversial.
- Have specific dates in mind that you would like the Artist to come.
- Make sure that the venues that you’d hold your event in are available on the dates/times.
- Have some alternate Artists in mind, in the event that the Artist that you are interest in is beyond your budget. For instance, another speaker may have just as much, if not more, expertise and be within your price range.
- Know your budget! **The total costs of an event is not just the fee of the Artist.** Use the **Budget Worksheet** (page F3 in the Eagle Source) before you make contact with an agent.

### Calling the agent

- Have paper and pencil ready to write down what you find out.
- You may even want to write out what you are going to say to the agent.
- Introduce yourself to the agent. Share your full name and tell them that you are a member of the [YOUR ORGANIZATION’S NAME] at Emory University. Be prepared to share a little bit about the purpose of your organization.
- Share with the agent that you are not allowed to ask for a contract or book a date; you are simply asking for information today for a possible booking in the future.

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<http://osls.emory.edu>

- You should be as honest as possible about the venue for the event, your timeline or any deadlines, the expected attendance, tickets, etc.
- It is acceptable to share the range of money that your organization can spend (i.e. \$6,000-\$10,000) or the range of your budget that you can afford to spend on the Artist.

#### Some questions to ask agents:

- Does your agency represent [Artist]?
- Is the artist on tour? If so, when will the artist be in the southeast/Georgia?
- What dates is the Artist available?
- What is the fee charged for this Artist? What does this fee include?
  - Is transportation and lodging included in the fee?
- What other colleges/universities has this Artist visited recently?
- Does the Artist have special dietary requirements? How many meals would we be expected to provide?
- Can you please fax/email me the Artist's technical needs for an event?
- Do you have a contract that you'd prefer to be used or are you open to using the Emory University contract?
- What's the best way to reach you if I have additional questions?

When you have found an Artist that you'd like to bring to campus and you have a clear idea of the costs associated with doing so, ask for commitments of support from departments and other student organizations. These commitments include but are not limited to financial support (approximate amounts), assistance with marketing, and providing volunteers.

**All student organizations must have sufficient financing to cover all costs of an event prior to an offer being made.**

Once you have completed your investigative & budgetary work, and you decide that you want to move forward with the event, bring your Adviser & Treasurer up to date with your progress and make contact with the OSLS to take the next steps!

## What happens next?

When you meet with a staff member within OSLS, they will ask you to provide a few pieces of information:

- Your event's **Budget Worksheet** (page F3 in the Eagle Source)
- Contact information for the artist in question
- Research on the Artist
- A complete schedule of events for the Artist
- The answers to the questions you asked the agent

It is likely that the staff member will also ask you questions about your event to help prepare you for anything that may arise. **Once a formal offer is made, it is considered THE POINT OF NO RETURN.** If you are unsure about the ability of your organization to carry out the event, or the finances, work through those difficulties **before you make an offer.**

The OSLS staff member will submit a formal offer to the Artist's agent on your organization's behalf. They will also negotiate any changes that may need to happen to make the event possible.

**Once you make an offer, it is the responsibility of your organization to fulfill the terms of the contract and all financial and logistical aspects of the event.**

If the offer is accepted, the agent will send a contract that binds your organization to the Artist. The contract will be signed and negotiated by a staff member in OSLS. If you prefer, the contract can also be given to a staff member within the Office of Sorority and Fraternity Life, the Department of Residence Life, or the Office of Multicultural Programs & Services.

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