

1. Master Booking Guide

- [Speakerbox Booking Contract Processes - Master Guide](#)

Speakerbox Booking Contract Processes - Master Guide

Quick Reference & Decision Tree

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Owner: Operations Team

OVERVIEW

This guide provides a quick reference for Speakerbox's three booking contract types and helps the booking team determine which contract to use for any given inquiry.

Three Contract Types:

1. **Performance Agreement** (50/50 Revenue Split)
2. **Venue Hire Agreement - Standard** (Flat Fee)
3. **Venue Hire Agreement - Workshop** (10,000 THB Daytime)

Each has a detailed Standard Operating Procedure (SOP) document covering the complete booking-to-settlement process.

DECISION TREE: WHICH CONTRACT TO USE?

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START: New Event Inquiry Received
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├-> Q1: Is this a DAYTIME event (11:00-16:00)?
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| └-> YES → Is it educational/workshop/rehearsal/small gathering?
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| | |> YES → USE: WORKSHOP AGREEMENT (10k)
| | |
| | |> NO → Is attendance expected >50 people?
| | |
| | |> YES → USE: STANDARD VENUE HIRE (35k)
| | |
| | |> NO → USE: WORKSHOP AGREEMENT (10k)
| | |
| |> NO → Continue to Q2
|
|> Q2: Is this an EVENING event (prime time: Thu/Fri/Sat 20:00+)?
| |
| |> YES → Can promoter/artist guarantee minimum 60-80k THB revenue?
| | |
| | |> YES → Has promoter proven track record?
| | | |
| | | |> YES → USE: STANDARD VENUE HIRE (35k)
| | | |
| | | |> NO/UNCERTAIN → Can promoter afford 35k upfront?
| | | |
| | | |> YES → USE: STANDARD VENUE HIRE (35k)
| | | |
| | | |> NO → USE: PERFORMANCE AGREEMENT (50/50)
| | | |
| | |> NO/UNCERTAIN → USE: PERFORMANCE AGREEMENT (50/50)
| | |
| |> NO (Mon/Tue/Wed/Sun) → Continue similar logic with lower expectations
|
|> Q3: Special Circumstances?
|
|> Private/Corporate Event → SEPARATE AGREEMENT (out of scope)
|> Artist with strong negotiating position → Eddie negotiates custom terms
|> Community/charity event → Possible discount on Workshop or Standard (Eddie approval)
|> Recurring series → Possible package deal (Eddie approval)

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QUICK COMPARISON TABLE

Criteria	Performance Agreement	Standard Venue Hire	Workshop Hire
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Fee Structure	50/50 split after costs	35,000 THB flat	10,000 THB flat
Upfront Payment	None (settles post-event)	Yes (18,725 deposit)	Yes (5,350 deposit)
Risk Allocation	Shared (artist covers shortfall)	Promoter (full risk)	Promoter (full risk)
Revenue Upside	Shared (50/50 on tickets)	Promoter (keeps all tickets)	Promoter (keeps all)
Bar Revenue	Venue keeps 100%	Venue keeps 100%	Venue keeps 100%
Best For	Unproven artists/promoters	Established promoters	Workshops/daytime events
Typical Use	Emerging bands, new promoters	Proven promoters, event series	Masterclasses, rehearsals
Attendance	Any (but venue shares risk)	60-200+ people	10-50 people
Timing	Evening (14:00-02:00)	Evening (14:00-02:00)	Daytime (11:00-16:00)
Staffing	Full team	Full team	Minimal (1 tech, 1 bar, 1 door)
Target Margin	Variable (depends on turnout)	~60% (fixed revenue)	~45% (lower margin, fills daytime)

ECONOMIC THRESHOLDS

Performance Agreement

Use when:

- Artist/promoter cannot guarantee minimum revenue
- Attendance uncertain (could be 30 or 130 people)
- Artist has limited marketing budget/following
- Risk of event not covering venue costs (~14k THB/day)

Venue Economics:

- **If successful (80k+ revenue):** Venue makes ~30-40k profit
- **If moderate (50k revenue):** Venue makes ~15-20k profit
- **If poor (<40k revenue):** Venue may invoice shortfall to artist
- **Risk:** Shared - venue and artist both invested in success

Standard Venue Hire (Flat Fee)

Use when:

- Promoter can reasonably expect 80-100k+ total revenue
- Promoter has marketing budget and plan
- Break-even for promoter: ~100 people spending 800-1,000 THB each
- Promoter wants to keep all upside

Venue Economics:

- **Fixed revenue:** rates as per rate card
- **Bar upside:** 30-80k additional (venue keeps 100%)
- **Typical net:** 50-90k profit
- **Risk:** None - venue paid regardless of turnout

Workshop Hire (10k)

Use when:

- Daytime event that won't interfere with evening programming
- Educational/community focus
- Small attendance expected (10-50 people)
- Lower production needs

Venue Economics:

- **Fixed revenue:** 10,000 THB
- **Bar upside:** 5-15k (daytime = lower consumption)
- **Typical net:** 8-15k profit
- **Risk:** None - but lower margin acceptable for daytime slot

FINANCIAL COMPARISON EXAMPLES

Scenario: 150-person event with 60k ticket sales
+ 45k bar sales

Performance Agreement:

Total Revenue: 105,000 THB

Venue Costs: 14,000 THB (daily operational)

Artist/Promoter Share: 50% of tickets = 30,000 THB

Venue Share: 30,000 (tickets) + 45,000 (bar) = 75,000 THB

Venue Net Profit: 75,000 - 14,000 - COGS = ~55,000 THB

Standard Venue Hire:

Promoter Revenue: 60,000 (tickets) + 45,000 (bar) = 105,000 THB

Promoter Costs: 35,000 (hire fee) + artist fees + marketing

Promoter Net: Variable (depends on their costs)

Venue Revenue: 35,000 (hire fee) + 45,000 (bar) = 80,000 THB

Venue Costs: 14,000 (operational) + 11,250 (bar COGS)

Venue Net Profit: ~55,000 THB

Key Insight: Similar profit for venue in both models at 105k revenue, BUT:

- Venue Hire provides **certainty** (35k guaranteed)
- Performance Agreement provides **shared risk** (better for unproven events)

PROCESS DOCUMENT LINKS

Detailed SOPs for each contract type:

1. SOP Performance Agreement Process

- Complete workflow for 50/50 revenue split model
- Qualification criteria
- Contract preparation and signing
- Event day operations
- Post-event financial reconciliation
- Issue management

2. SOP Venue Hire Agreement Standard

- Complete workflow for flat fee model
- Payment collection process (deposit, balance, bond)
- Pre-event coordination
- Security bond settlement
- Damage assessment
- Issue management

3. Venue Hire Agreement Workshop

- Complete workflow for 10k workshop model
- Daytime operations specifics
- Limited staffing protocols
- Timing constraints (must end by 16:00)
- Foreign presenter compliance (work permits)

COMMON BOOKING SCENARIOS

Scenario 1: Local Band's First Show at Speakerbox

- **Background:** 3-piece band, 800 Instagram followers, never played Speakerbox before
- **Expected Attendance:** 40-80 people (uncertain)
- **Recommendation:** **PERFORMANCE AGREEMENT**
- **Reasoning:** Unproven at this venue, uncertain draw, shared risk model protects both parties

Scenario 2: Established Promoter with Track Record

- **Background:** Promoter has run 5 successful events at Speakerbox, average attendance 120 people
- **Expected Attendance:** 100-150 people (reliable estimate)
- **Recommendation:** **STANDARD VENUE HIRE (35k)**
- **Reasoning:** Proven track record, can afford upfront fee, wants to keep all upside

Scenario 3: Music Teacher Wants to Run Guitar Workshop

- **Background:** Saturday afternoon, 12:00-15:00, teaching advanced techniques
- **Expected Attendance:** 15 students
- **Recommendation:** **WORKSHOP AGREEMENT (10k)**
- **Reasoning:** Daytime, educational, small group, fits workshop model perfectly

Scenario 4: International Touring Band

- **Background:** Well-known band with strong following, playing Bangkok as part of tour
- **Expected Attendance:** 200+ people (high confidence)
- **Recommendation:** **STANDARD VENUE HIRE (35k)** or **NEGOTIATE HIER**
- **Reasoning:** High demand, consider 50k+ hire fee or 70/30 split favoring venue

Scenario 5: New Promoter with Ambitious Plans

- **Background:** Never promoted before, wants to book Saturday night, promises "huge turnout"
- **Expected Attendance:** Claims 200+ (no evidence)
- **Recommendation: PERFORMANCE AGREEMENT** (protect venue from overconfidence)
- **Reasoning:** No track record, optimistic projection, shared risk model + require shortfall coverage

Scenario 6: Acoustic Showcase on Tuesday Night

- **Background:** 3 acoustic acts, weeknight, niche audience
 - **Expected Attendance:** 30-60 people
 - **Recommendation: PERFORMANCE AGREEMENT**
 - **Reasoning:** Weeknight (lower value slot), uncertain draw, shared risk appropriate
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RED FLAGS & WHEN TO DECLINE

Decline Booking If:

- Promoter unwilling to sign contract
- Event concept conflicts with venue license or values
- Promoter has history of not paying (check internal records)
- Event timing creates major conflict (e.g., workshop running past 16:00 when evening event needs setup)
- Promoter cannot afford any upfront payment (even for Performance Agreement security bond considerations)
- Safety concerns or history of violence/damage
- Outside food/beverage catering that competes with bar revenue (unless special arrangement)

Escalate to Eddie If:

- Request for custom terms or pricing
 - High-profile booking with special requirements
 - Potential conflict with other bookings
 - Major damage or payment dispute from past event
 - Legal/compliance concerns (work permits, licensing, etc.)
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PAYMENT TERMS SUMMARY

Performance Agreement

- **Deposit:** None
- **Balance:** None (settles post-event)
- **Settlement:** Within 3 days after event
 - If profit: Pay artist/promoter their 50% of tickets
 - If shortfall: Invoice artist/promoter for venue cost shortfall
- **Security Bond:** Consider adding 5k bond for damage protection (not in current template)

Standard Venue Hire (Flat Fee)

- **Deposit:** 50% upon signing
- **Balance:** 50% due 3 days before event
- **Security Bond:** 5,000 THB due 7 days before event
- **Bond Refund:** Within 7 days after event (if no damages)

Workshop Hire (10k)

- **Deposit:** 50% upon signing (5,350 THB with VAT)
 - **Balance:** 50% due 3 days before event (5,350 THB)
 - **Security Bond:** 5,000 THB due 3 days before event
 - **Bond Refund:** Within 3 days after event (faster turnaround due to simpler operations)
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CANCELLATION POLICIES

Performance Agreement

- **Artist/Promoter Cancels >14 days:** No fee (no deposit paid anyway)
- **Artist/Promoter Cancels <14 days:**
 - If venue fails to operate: 15,000 THB fee
 - If venue able to operate: 5,000 THB fee
- **Venue Cancels:** Rebooking or 10,000 THB compensation

Standard Venue Hire & Workshop Hire

- **Promoter Cancels >14 days:**

- Standard: Deposit refundable ONLY if date rebooked
 - Workshop: Deposit refundable
 - **Promoter Cancels <14 days:** Deposit non-refundable
 - **Venue Cancels:** Full refund of all payments
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BOOKING WORKFLOW SUMMARY

All Contract Types Follow Similar Process:

1. **Inquiry & Qualification** (Days 1-3)
 - Initial contact
 - Determine contract type
 - Check availability
 - Request information
 - Assess suitability
2. **Contract Generation & Signing** (Days 4-10)
 - Generate customised contract
 - Send to promoter/artist
 - Follow up if needed
 - Receive signed contract
 - Collect deposit (if applicable)
3. **Pre-Event Coordination** (Weeks 2-4 before)
 - Marketing coordination
 - Technical requirements
 - Security planning
 - Payment collection (balance + bond)
 - Event runsheet creation
4. **Event Day Operations**
 - Load-in and setup
 - Technical support
 - Event execution
 - Damage monitoring
 - Load-out
5. **Post-Event Settlement** (Within 7 days)
 - Financial reconciliation
 - Payment/invoice to artist/promoter
 - Security bond processing
 - Internal reporting
 - Document filing

Timeline Varies by Contract Type:

- Performance Agreement: Longest (settlement post-event can take longer)

- Standard Venue Hire: Medium (most complex payment schedule)
- Workshop: Shortest (simpler operations, faster turnaround)

KEY DECISION MAKERS

Authority Matrix:

Decision	Authority	Escalation
Which contract type to use	Booking Team	Eddie (for non-standard)
Contract terms (standard)	Booking Team	N/A
Custom pricing/terms	Eddie only	N/A
Accept/reject booking	Booking Team	Eddie (for borderline)
Payment extensions	Operations Team	Eddie (>7 days)
Cancellation terms enforcement	Operations Team	Eddie (disputes)
Damage cost assessment	Operations/Kop	Eddie (disputes >10k)
Security bond refund/retention	Operations/Kop	Eddie (disputes)
Event salvage attempts (low presales)	Booking Team	Eddie (major changes)

SYSTEMS & TOOLS

Booking Management:

- **Noco Database:** Log all bookings, track contract status, payment status
- **Calendar:** calendar.speakerbox.cloud - Visual availability
- **Email:** Primary communication channel
- **LINE:** Quick coordination with promoters (use judiciously)

Financial Management:

- **FlowAccount:** Generate invoices, receipts, track payments
- **Bank:** Receive deposits and payments
- **Excel:** Daily Breakdown sheet for event P&L analysis

Contract Management:

- **Google Drive:** Store all signed contracts in organised structure
 - /Contracts/Performance Agreements/[YEAR]/

- /Contracts/Venue Hire/[YEAR]/
- /Contracts/Workshop Hire/[YEAR]/
- **DocuSign/PandaDoc:** Electronic signature (preferred)
- **Email:** Manual signature (acceptable)

Event Documentation:

- **Google Drive:** Event folders with all related documents
 - /Events/[YEAR]/[DATE]_[NAME]/
 - **Photos:** Document damages, setup, attendance
 - **Runsheets:** Shared with all staff via Google Drive or printed copies
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TRAINING & ONBOARDING

New Booking Staff Should:

1. Read all three SOP documents thoroughly
2. Shadow experienced booking staff for 3-5 bookings
3. Practice contract generation with test scenarios
4. Understand financial calculations for each model
5. Know when to escalate to Eddie
6. Review past event performance data (learn from history)

Key Skills Required:

- Professional communication (email, phone, in-person)
 - Attention to detail (contract terms, payment tracking)
 - Financial literacy (understand P&L, break-even, margin)
 - Judgment (risk assessment, promoter qualification)
 - Problem-solving (handle issues, de-escalate conflicts)
 - Organisation (track multiple bookings simultaneously)
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CONTINUOUS IMPROVEMENT

Review & Update Process:

- **Quarterly Review:** Operations team reviews all three SOPs
 - Identify issues or gaps discovered
 - Update processes based on lessons learned
 - Refine qualification criteria based on outcomes
- **Monthly Metrics:** Track key performance indicators

- Number of bookings by contract type
- Average profit per contract type
- Cancellation rates by contract type
- Payment collection success rates
- Damage/dispute frequency
- **Annual Strategic Review:** Eddie + Operations team
 - Are pricing structures still appropriate?
 - Should we introduce new contract types?
 - Are processes efficient or bureaucratic?
 - Staff feedback on process usability

Document Version Control:

- All SOPs and this master guide use version numbers
- Changes tracked in version history
- Staff notified of significant updates
- Old versions archived (not deleted)

FREQUENTLY ASKED QUESTIONS

Q: Can we mix contract types? (e.g., 70/30 split instead of 50/50)? A: Custom terms require Eddie approval. Standard contracts preferred for consistency and efficiency.

Q: What if a promoter wants to upgrade from Performance Agreement to Venue Hire? A: Possible if sufficient notice given. Calculate price difference, issue new contract, refund any deposits paid.

Q: What if workshop wants to run evening (past 16:00)? A: If no evening event booked, may extend to 18:00 (Eddie approval, usually no extra charge). If evening event booked, strictly enforce 16:00 end.

Q: Can we waive security bond for trusted promoters? A: Not recommended (protects venue). Eddie may approve for established partners, but document decision.

Q: What if artist refuses to pay shortfall after Performance Agreement event? A: Invoice immediately per contract. Follow up persistently. Withhold future bookings. Legal action if significant amount (Eddie decision).

Q: How do we handle deposits in foreign currency? A: All contracts in THB. If promoter pays USD/SGD/etc., convert at current rate, note exchange rate used. Venue absorbs minor forex differences.

Q: What if promoter doesn't show up on event day? A: Document no-show. Retain all payments (deposit/balance). Promoter forfeits event and fees per contract (force majeure)

exceptions apply).

Q: Can we book back-to-back workshops on same day? A: Yes, if timing allows. Example: 11:00-15:00 (Workshop 1), 30min turnover, 15:30-19:30 (Workshop 2). Ensure evening event not compromised.

APPENDIX: CONTRACT TEMPLATE LOCATIONS

Master Templates (Read-Only):

- /Templates/Contracts/PERFORMANCE_AGREEMENT_TEMPLATE.docx
- /Templates/Contracts/VENUE_HIRE_AGREEMENT_STANDARD_TEMPLATE.docx
- /Templates/Contracts/VENUE_HIRE_AGREEMENT_WORKSHOP_TEMPLATE.docx

Generated Contracts (Per Booking):

- /Contracts/[Type]/[YEAR]/[PROMOTER_NAME]_[DATE].pdf

Do NOT edit master templates without Operations Manager approval.

END OF MASTER GUIDE

For detailed step-by-step procedures, refer to individual SOP documents:

- SOP Performance Agreement Process.md
- SOP Venue Hire Agreement Standard.md
- SOP Venue Hire Agreement Workshop.md

Questions or Process Improvement Suggestions? Contact: Operations Team or Eddie Mellor

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