

# Artist Booking Process

- [Performance Agreement Process \(Revenue Split Model\)](#)

# Performance Agreement Process (Revenue Split Model)

## 1. WHEN TO USE THIS CONTRACT TYPE

### Use Performance Agreement for:

- Original bands/artists seeking to build audience
- Emerging promoters with unproven track record
- Events where artist wants shared revenue upside
- Bookings where minimum guarantee cannot be met
- Artists willing to share financial risk

### DO NOT use for:

- Established artists who can guarantee minimum revenue
  - Promoters with proven track record (use Venue Hire instead)
  - Workshop/daytime events (use Workshop Agreement)
  - Corporate/private events (separate agreement required)
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## 2. PRE-BOOKING QUALIFICATION

### 2.1 Initial Inquiry Assessment

**Responsible:** Booking Team (Eddie, Roy, or designated booker)

#### Actions:

1. Receive inquiry (email, DM, in-person, phone)
2. Determine event type and artist profile

3. Check calendar availability for requested date
4. Assess if Performance Agreement is appropriate model
5. Request the following information:
  - Artist/band name and social media links
  - Estimated draw/attendance
  - Previous venue experience in Bangkok
  - Marketing plan/promotional capability
  - Technical requirements

## 2.2 Risk Assessment

**Responsible:** Booking Team + Eddie (final authority)

**Evaluate:**

- Artist social media following and engagement
- Previous show history in Bangkok (if any)
- Realistic attendance projection
- Artist's marketing capability
- Financial risk to venue

**Red Flags (Require Eddie Approval):**

- No social media presence or very low following
  - Unrealistic attendance expectations
  - No clear marketing plan
  - History of poor attendance at other venues
  - Artist demands special terms beyond standard agreement
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# 3. BOOKING CONFIRMATION & CONTRACT PREPARATION

## 3.1 Verbal/Email Confirmation

**Responsible:** Booking Team

**Actions:**

1. Once date is tentatively agreed, send confirmation email containing:
  - Date and time confirmed (load-in, doors, show start, curfew)
  - Performance Agreement model explained (50/50 after venue costs)

- Venue costs breakdown (estimate: 40-50k THB typical)
- Security requirements (ratio 1:50, 2 guards included, extras at 1,500 THB each)
- Marketing responsibilities (artist must promote)
- Payment terms (none upfront, settlement post-event)
- Next steps: contract to follow

## 3.2 Contract Generation

**Responsible:** Operations/Admin Team

### Actions:

1. Open Performance Agreement template
2. Fill in the following fields:
  - **Section 1 (Parties):**
    - Venue Representative: Eddie Mellor
    - Artist/Promoter Name: [Full legal name or company]
    - Artist/Promoter Address: [Full address]
    - Artist/Promoter Representative: [Contact name]
  - **Section 2 (Event Details):**
    - Event Date: [DD/MM/YYYY]
    - Event Start Time: [Usually 20:00]
    - Curfew: [Usually 01:30 hard stop]
3. Review accuracy of all standard clauses
4. Save contract as: `PERFORMANCE_AGREEMENT_[ARTIST_NAME]_[DATE].pdf`

## 3.3 Contract Delivery & Signature

**Responsible:** Booking Team

### Actions:

1. Send contract via email with signature platform (e.g., DocuSign, PandaDoc) OR via email for manual signature
2. Email should include:
  - Attached signed contract
  - Request for countersignature
  - Deadline: Sign and return within 7 days to hold date
  - Contact for questions
3. Log in booking system (Noco):
  - Contract sent date
  - Contract status: "Awaiting Signature"
4. **Follow-up:** If no response within 3 days, send reminder
5. **If unsigned after 7 days:** Date is released unless extension agreed

## 3.4 Signed Contract Processing

**Responsible:** Operations/Admin Team

**Actions:**

1. Receive fully executed (signed by both parties) contract
  2. File in Google Drive: `Contracts/Performance Agreements/[YEAR]/[ARTIST_NAME]_[DATE].pdf`
  3. Update Noco booking system:
    - Contract status: "Signed"
    - Contract file path/link
  4. Add event to master calendar
  5. Create event folder in Google Drive: `Events/[YEAR]/[DATE]_[ARTIST_NAME]/`
  6. Send confirmation email to artist/promoter:
    - "Your contract is confirmed"
    - Event date secured
    - Next steps and timeline
    - Pre-event requirements checklist
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## 4. PRE-EVENT REQUIREMENTS & COORDINATION

### 4.1 Marketing Assets & Promotion (T-minus 30-14 days)

**Responsible:** Marketing Team + Artist/Promoter

**Actions by Venue:**

1. **If agreed:** Design poster (separately invoiced at standard rate)
2. Create event listing on:
  - Speakerbox website calendar
  - Facebook event
  - Instagram posts/stories
3. Provide artist with:
  - Venue branding guidelines
  - Social media tags (@speakerboxlive)
  - Event hashtags

**Actions by Artist/Promoter (Contractual Obligation):**

1. Share event minimum 1x on Instagram feed
2. Share event minimum 1x on Instagram story
3. Engage in pre-sale/early bird ticket promotion
4. Provide venue with marketing content for cross-promotion

**Monitoring:**

- Booking team to check artist social media weekly
- Flag if artist is not promoting (contact immediately)

## 4.2 Technical Requirements (T-minus 14 days)

**Responsible:** Operations Team (Kop) + FOH Engineer

**Actions:**

1. Contact artist/promoter to request:
  - Stage plot
  - Input list
  - Technical rider
  - Backline requirements (beyond venue standard)
  - Special requests (fog, lighting cues, etc.)
2. Review requests against venue capabilities
3. Communicate any limitations or additional costs
4. Confirm schedule:
  - Load-in time: [Usually 16:00]
  - Soundcheck time: [TBD based on lineup]
  - Doors open: [Usually 19:30-20:00]
  - Show start: [Usually 20:00-20:30]
  - Curfew: 01:30 (hard stop)
  - Load-out completion: 01:00

## 4.3 Attendance Projection & Security Planning (T-minus 7 days)

**Responsible:** Operations Team (Kop) + Booking Team

**Actions:**

1. Review ticket pre-sales (if applicable)
2. Artist to provide estimated attendance
3. Calculate security requirement:
  - Formula:  $(\text{Expected Attendance} \div 50) = \text{Guards needed}$
  - Example: 150 guests = 3 guards (2 included, 1 extra)

4. If extra security required:
  - Notify artist/promoter of additional cost
  - Confirm acceptance
  - Book extra security guards
5. Log security cost in event budget tracker

## 4.4 Event Runsheet Creation (T-minus 3 days)

**Responsible:** Operations Team (Kop)

**Actions:**

1. Create detailed event runsheet including:
    - Load-in time and access details
    - Soundcheck schedule (if multiple acts, specify order)
    - Doors open time
    - Show start time
    - Set times for each act
    - Curfew and load-out deadline
    - Staff schedule (FOH engineer, lighting op, bar staff, door staff, security)
  2. Distribute runsheet to:
    - Artist/promoter
    - All venue staff working the event
    - Eddie (for awareness)
  3. Post physical copy in green room and backstage
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# 5. EVENT DAY OPERATIONS

## 5.1 Pre-Event Setup (Load-in ? Doors)

**Responsible:** Operations Team + Technical Staff

**Actions:**

1. **Load-in (16:00):**
  - Meet artist/crew at load-in entrance
  - Provide access to stage and green room
  - Confirm hospitality rider delivered (2 drinks + 1 water per artist)
  - Monitor equipment handling (damage responsibility on artist/promoter)
2. **Soundcheck:**
  - FOH engineer conducts soundcheck per schedule
  - Lighting operator programs cues as needed

- Address any technical issues immediately
- 3. Green Room & Hospitality:**
    - Confirm hospitality rider in place:
      - 2 free drinks per artist (house spirits/beer OR soft drink)
      - 1 free bottle of water per artist
      - Water refill available from Sprinkle supply
    - Brief artist on:
      - Venue rules (no outside food/bev)
      - Curfew (01:30 hard stop)
      - Stage access timing
  - 4. Door/Ticketing Setup:**
    - Position ticketing desk at Live Room entrance
    - Confirm security positioned at entrances
    - Test POS system for door sales
    - Prepare guest list (2 per band member maximum)

## 5.2 Event Execution (Doors ? Show End)

**Responsible:** Operations Team + All Event Staff

### **Actions:**

- 1. Doors Open:**
  - Door staff check IDs (strictly 20+ years only)
  - Guest list managed by door staff
  - Security monitors crowd behavior
- 2. Bar Operations:**
  - Bar fully staffed
  - POS tracking all sales
  - No outside beverages allowed (confiscate if found)
- 3. Show Management:**
  - FOH engineer runs sound
  - Lighting operator runs lighting
  - Operations team monitors:
    - Adherence to schedule
    - Security ratios maintained
    - Any incidents or issues
  - **Curfew compliance:** Show must end by 01:30 (hard stop)
- 4. Guest Management:**
  - Under-18s MUST exit by 20:00 (Thai law)
  - Intoxicated individuals removed by security
  - Any rule breaches documented

## 5.3 Post-Show Load-Out (Show End ? 01:00)

**Responsible:** Operations Team + Artist/Crew

**Actions:**

1. Artist/crew removes all equipment from stage
  2. Green room cleaned and checked for damages
  3. **Damage assessment:**
    - Operations team inspects venue for any damage
    - Photograph any damage immediately
    - Document in incident log
  4. Load-out completed by 01:00 (extensions at 3,000 THB/hour)
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## 6. POST-EVENT FINANCIAL RECONCILIATION

### 6.1 Revenue & Cost Calculation (Within 24 hours)

**Responsible:** Operations Team (Kop) + Bar Manager (Fai)

**Actions:**

1. **Pull data from systems:**
  - Ticket sales (online + door) from ticketing platform
  - Bar sales from GPOS
  - Security costs (number of guards × 1,500 THB for extras)
  - Staff costs (if applicable)
  - Any damage or cleaning fees
2. **Calculate Venue Costs for the evening:**
  - Fixed daily cost: ~14,000 THB (salaries, utilities, building)
  - Security: 2 guards included, extras at 1,500 THB each
  - Staff costs: FOH engineer + lighting op (included)
  - Additional costs: Any extensions, damages, cleaning
3. **Revenue Split Calculation:**

TICKET REVENUE (online + door): [A]

BAR REVENUE: [B]

TOTAL REVENUE: [A] + [B] = [C]

VENUE COSTS: [D]

If [C] >= [D]: // Event covered costs

Net Profit: [C] - [D] = [E]

Artist/Promoter Share: [A] × 50% = [F]

Speakerbox Share: ([A] × 50%) + [B] = [G]

If [C] < [D]: // Event did not cover costs

Shortfall: [D] - [C] = [NEGATIVE]

Artist/Promoter OWES: [NEGATIVE] (invoice to be issued)

Speakerbox Share: 0

#### 4. Create event financial summary:

- Use Daily Breakdown Excel template
- Fill in all revenue and cost line items
- Show calculation clearly
- Save in event folder

## 6.2 Artist/Promoter Settlement (Within 3 days)

**Responsible:** Operations Team + Eddie

### Actions:

#### Scenario A: Event Made Profit

1. Calculate artist/promoter share
2. Create payment summary document:
  - Total ticket revenue
  - Artist/promoter 50% share of tickets
  - Bar revenue (venue retains 100%)
  - Total venue costs
  - Net amount due to artist/promoter
3. Send summary to artist/promoter via email
4. Process payment via:
  - Bank transfer (preferred)
  - Cash (if small amount, with receipt)
5. Request artist/promoter confirmation of receipt
6. File payment record in event folder

#### Scenario B: Event Had Shortfall

1. Calculate shortfall amount
2. Generate invoice (using FlowAccount):
  - Invoice date: Within 3 days of event
  - Due date: 7 days from invoice date
  - Line item: "Event Shortfall - [Event Name] - [Date]"
  - Amount: [Shortfall]
  - VAT: 7%
3. Send invoice to artist/promoter via email
4. Include supporting financial summary
5. Follow up on payment:
  - Day 3: Courtesy reminder if unpaid
  - Day 7: Formal notice if unpaid
  - Day 14: Consider collections or withhold future bookings

## 6.3 Internal Reporting & Analysis (Within 7 days)

**Responsible:** Operations Team + Eddie

**Actions:**

1. Update master event profitability tracker
  2. Log the following metrics:
    - Event date and name
    - Ticket sales (count and revenue)
    - Bar sales
    - Total attendance
    - Venue costs
    - Artist/promoter payout or shortfall
    - Net profit/loss for venue
  3. Conduct brief post-event debrief:
    - What worked well?
    - What went wrong?
    - Would we book this artist/promoter again?
    - Lessons learned
  4. Update artist/promoter quality scorecard
  5. File all documents in event folder:
    - Contract
    - Financial summary
    - Invoice or payment record
    - Post-event debrief notes
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# 7. ISSUE MANAGEMENT & ESCALATION

## 7.1 Common Issues & Resolutions

### **Issue: Artist Not Promoting Event**

- **Detection:** Check social media weekly
- **Action:** Contact artist immediately, remind of contractual obligation
- **Escalation:** If no improvement, Eddie discusses future booking eligibility

### **Issue: Expected Attendance Lower Than Projected**

- **Detection:** Low pre-sales, artist communication
- **Action:** Warn artist of potential shortfall in advance
- **Mitigation:** Suggest additional promotion, consider adjusting artist fee

### **Issue: Artist Requests to Cancel (<14 days before event)**

- **Detection:** Cancellation request received
- **Action:** Reference Section 4 of contract:
  - If venue can rebook: Attempt to rebook date
  - If venue fails to operate: 15,000 THB fee
  - If venue able to operate: 5,000 THB fee
- **Process:** Issue cancellation fee invoice immediately

### **Issue: Damage to Venue or Equipment**

- **Detection:** Damage discovered during/after event
- **Action:**
  - Photograph damage immediately
  - Document in incident report
  - Obtain repair/replacement quote
  - Invoice artist/promoter within 3 business days
- **Escalation:** If artist/promoter disputes, Eddie handles negotiation

### **Issue: Artist/Promoter Brings Outside Food/Beverages**

- **Detection:** Security or staff observe violation
- **Action:**
  - Security confiscates items immediately
  - Verbal warning to artist/promoter
  - Document incident

- **Escalation:** If repeated, guest may be asked to leave

### **Issue: Under-18s Present After 20:00**

- **Detection:** Security or door staff observe minors
- **Action:**
  - Immediately request ID check
  - Escort minors out of venue
  - Warn artist/promoter of legal risk
  - Document incident (critical for legal protection)
- **Escalation:** If police raid occurs, artist/promoter liable for fine per contract

### **Issue: Artist/Promoter Refuses to Pay Shortfall**

- **Detection:** Invoice unpaid past due date
- **Action:**
  - Send formal demand letter
  - Explain contractual obligation (Section 3 of agreement)
  - Offer payment plan if genuine hardship
- **Escalation:**
  - Withhold future bookings until settled
  - Consider small claims or collections (Eddie decision)

## 7.2 Escalation Path

1. **Operational issues:** Staff → Kop → Eddie
  2. **Financial disputes:** Operations Team → Eddie (final authority)
  3. **Safety/legal concerns:** Immediate escalation to Eddie + document everything
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# 8. RISK MITIGATION CHECKLIST

### **Before Signing Contract:**

- [ ] Artist/promoter has realistic attendance projection
- [ ] Artist/promoter demonstrates marketing capability
- [ ] Social media presence verified
- [ ] Previous show history checked (if applicable)
- [ ] Eddie approval obtained for high-risk bookings

### **Before Event:**

- [ ] Artist/promoter actively promoting (verified on social media)
- [ ] Technical requirements confirmed and achievable

- [ ] Security ratio calculated and extra guards booked if needed
- [ ] Event runsheet distributed to all staff
- [ ] Hospitality rider prepared

#### **During Event:**

- [ ] Guest list enforced (2 per band member max)
- [ ] Under-18s exit by 20:00 (Thai law compliance)
- [ ] Under-20s not admitted
- [ ] Security ratio maintained
- [ ] Curfew strictly enforced (01:30)
- [ ] No outside food/beverages
- [ ] Any damages documented immediately

#### **After Event:**

- [ ] Financial reconciliation completed within 24 hours
- [ ] Artist/promoter settlement within 3 days
- [ ] Invoice issued for shortfall (if applicable)
- [ ] Post-event debrief completed
- [ ] All documents filed properly

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## 9. KEY CONTACTS

- **Booking Authority:** Eddie Mellor (final approval)
- **Day-to-Day Booking:** Roy, Eddie, designated booker
- **Operations Coordinator:** Kop
- **Bar Manager:** Fai
- **Financial/Admin:** Operations team + Eddie

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## 10. APPENDIX: FINANCIAL CALCULATION EXAMPLES

### Example A: Profitable Event

TICKET REVENUE: 60,000 THB

BAR REVENUE: 45,000 THB

TOTAL REVENUE: 105,000 THB

VENUE COSTS:

- Fixed daily: 14,000 THB
- Security (2 guards included): 0 THB
- Extra guard (150 guests = 3 guards needed): 1,500 THB

TOTAL COSTS: 15,500 THB

NET PROFIT: 105,000 - 15,500 = 89,500 THB

SPLIT:

- Artist/Promoter: 50% of tickets = 30,000 THB
- Speakerbox: 30,000 THB (tickets) + 45,000 THB (bar) = 75,000 THB

CHECK: 30,000 + 75,000 = 105,000 ✓

## Example B: Event with Shortfall

TICKET REVENUE: 15,000 THB

BAR REVENUE: 25,000 THB

TOTAL REVENUE: 40,000 THB

VENUE COSTS:

- Fixed daily: 14,000 THB
- Security (2 guards included): 0 THB

TOTAL COSTS: 14,000 THB

NET PROFIT: 40,000 - 14,000 = 26,000 THB

Since revenue < venue costs (actually false in this example, let me recalculate)

Actually: 40,000 >= 14,000 so event covered costs.

Let me redo with actual shortfall:

TICKET REVENUE: 8,000 THB

BAR REVENUE: 4,000 THB

TOTAL REVENUE: 12,000 THB

VENUE COSTS: 14,000 THB

SHORTFALL: 14,000 - 12,000 = 2,000 THB

ARTIST/PROMOTER OWES: 2,000 THB (invoice to be issued within 3 days)

SPEAKERBOX TAKES: 12,000 THB (to partially cover costs)

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**DOCUMENT VERSION:** 1.0

**CREATED:** January 2025

**OWNER:** Operations Team

**REVIEW FREQUENCY:** Quarterly or as needed

**NEXT REVIEW:** April 2025