

## PERFORMING ARTS DEFINITIONS

**Booking Agent** - An entity that represents and promotes Producing Companies/Artists to Presenters, arranges tours and negotiates contracts. For some artists the booking agent function happens within the company, sometimes it is an external entity to which the artist pays a fee and/or percentage of contracts.

**Commissioning** - Providing all or part of the financing of a new work, but limited only to that financing support or in-kind contributions. Commissioning is distinct from producing, managing, or presenting the work. Commissioners are not entitled to financial return.

**Curator** - a Presenter who holds an aesthetic vision for their organization and community and applies that vision in their selection of artistic work for a season or series.

**Manager** - an advisor, confidant, counselor, organizer, industry 'buffer', cheerleader, or protector for the artist/company. A manager sees things from a different perspective than the artist (the 'big picture'), and helps to devise a master plan that the artist can follow in order to achieve their goals. A manager is usually able to make difficult decisions without taking things personally. A manager plays an extremely important role in negotiations because they understand the long-term goals of the artist and can make sure that all contracts that are offered address the long-term needs of the artist. A manager corresponds with presenters, booking agents, publicists, and promoters, and makes sure that things get done on time and in the manner promised. Some artists/companies provide their own management services (selfmanaged); sometimes the same entity provides both booking and management services; sometimes the manager is an outside entity contracted and paid a fee by the artist. Management "kicks in" once the contract is negotiated.

**Presenter** - An organization which contracts with an artist to present that artist's work to the public. The presenter provides the facility and technical support, promotes the event to the community and pays the artist a fee.

**Producer** - An individual/entity who supervises and controls the finances, creation, and public presentation of a play, film, program, or similar work. In some cases, artists/companies have an organization which produces their work; in other cases artists/companies contract with producers for this function.

**Producing Company/Artist** - An entity that conceives and creates a work of art for which a Presenter contracts.

**Self-presentation** – Artist/Company rents space, self-promotes work, is responsible for bringing in audience, and receives box-office income.