

SELECTED BIBLIOGRAPHY AND RESOURCES FOR PRESENTERS AND TOURING ARTISTS



Bibliography

***How to Be Your Own Booking Agent: THE Musician's & Performing Artist's Guide To Successful Touring* - \$29.97**

by Jeri Goldstein; edited by Kari Estrin

Jeri Goldstein's award-winning, unique step-by-step guide and resource book, *How To Be Your Own Booking Agent*, is now available in its Revised 2nd Edition! (2006).

Packed with helpful hot tips, savvy advice from industry professionals, realistic methods and action plans enhanced by completely updated resource sections following every chapter including recommended books, directories, web sites, businesses, new conferences and much more, this truly is THE Musician's & Performing Artist's Guide To Successful Touring.

www.performingbiz.com

Presenting Performances

by Thomas Wolf

This revised edition of the classic resource will enlighten and instruct both new and practiced presenters of theater, opera, music, and dance events. Chapters on community context; programming and performers; audience development; fundraising; and organizational goals take full advantage of the author's wide-ranging experience, and draw on the knowledge of other professionals in the field. This edition includes sample documents as well as an extensive glossary of terms and a guide to technical problems.

189 pp, paperback (2000)

www.americansforthearts.org

Booking and Tour Management for the Performing Arts

by Rena Shagan

"This book has the 'smarts' you need to survive and thrive in the touring marketplace. It asks the right questions and guides you to the answers that will work for you."

-Ivan Sygoda, Director, Pentacle

"Demystify booking and increase your touring profits. This book provides anyone going on the road with the know-how for success. It guides you step by step through the questions you need to ask yourself and describes what materials you'll need, how the booking process works, what responsibilities a manager assumes during a tour and how to accomplish administrative follow-up. You'll find all the down-to-earth information you need about setting fees, achieving financial goals, capturing new presenters and turning a booking into a tour."

- Association of Performing Arts Presenters

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