

# **Talent Buyer vs. Booking Agent vs. Direct Booking:**

How to Choose What's Best  
for Your Town/Festival



# Who is Abby?



# What is Briolive?

✨ Founded in 2016

👨👧 Father/Daughter Team

📍 Kannapolis NC

1 Municipality-Focused Talent Buyer

2 Entertainment Agency

3 Production Management



(bree-oh lie'v)

Bringing steps to feet and smiles to faces  
through live entertainment.

# Why LIVE Entertainment Matters + Why to Choose the Right “Entertainment Path”

- Local economies & culture benefit from **good** talent curation
  - An experience that many can't afford to have if it weren't for their municipal planning teams
- Mismatched artists or bad deals can cost thousands
- Let's explore the three paths to booking live talent



# Definitions

## Talent Buyer

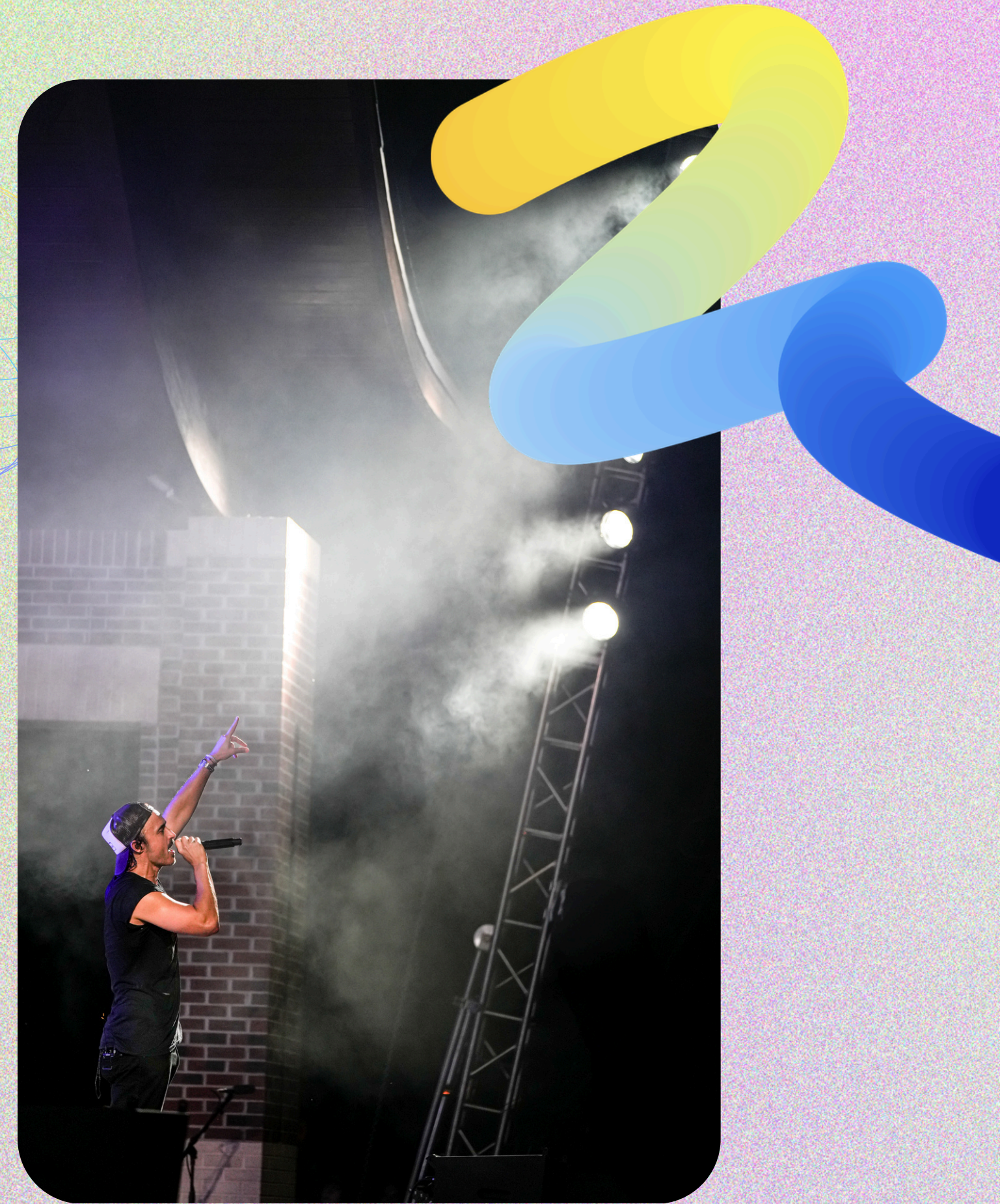
Hired to book talent for a venue/festival/municipality

## Entertainment Agent

Represents the artist and seeks paid shows

## Direct Booking

DIY – total control, total responsibility



# Talent Buyer



- Experienced at curating artists that “fit”
- Competently handle artist negotiation, tech, and rider needs
- Access to agents & networks
- Focused on budget, logistics, and ticket sales

# Entertainment Agent



- Well-versed in the specific artist
- Works with building a “route” for artist geographically competent in making sure there are no radius conflicts
- Direct access to band calendar

# Direct Booking with Band



- Build a relationship with artist
- Clear pricing
- Not always an option, depending on the “level” of the artist

# Questions to Ask Yourself/Your Team:

- What's your budget?
- Do you have a team or are you solo?
- What's the size and vibe of your event?
- Do you need name recognition or is a local band ok?
- Do you have experience with contracts and riders?
- What kind of time do you have to dedicate to this event?



# Questions to Ask a Talent Buyer:

- What genres or types of acts do you specialize in?
- Have you worked on festivals of a similar size or scope?
- Can you suggest artists who align with our target audience and theme?
- Do you have strong relationships with certain teams that could benefit the event?
- How do you handle artist fee negotiations?
- Can you work within our overall artist budget of \$\_\_\_\_?
- How far in advance do you typically secure talent?
- Will you handle all communication with the artists and their agents?
- What's your process for advancing shows (tech riders, hospitality, schedules)?
- Will you or someone from your team be on-site?
- Do you provide contracts or should we handle those separately?
- What's your most recent successful booking or festival project?
- Have you dealt with last-minute cancellations? How did you handle them?



# Questions to Ask an Agent:

- Is the band available on our festival dates?
- Are they doing any similar events nearby around that time?
- What is the band's standard set length?
- Do they require a soundcheck, and for how long?
- Can you send their current tech rider and stage plot?
- Do they travel with their own engineer or tech crew?
- What is their fee or range for a festival slot of this size?
- Is the fee inclusive of travel, lodging, backline, etc.?
- What are their hospitality and lodging requirements?
- Do they need per diems or buyouts?
- Do they require a formal contract or deposit to hold the date?
- What's the cancellation or force majeure policy?
- Are there radius clauses or exclusivity requirements we should know?

DIRECT BOOKING: SIMILAR QUESTIONS



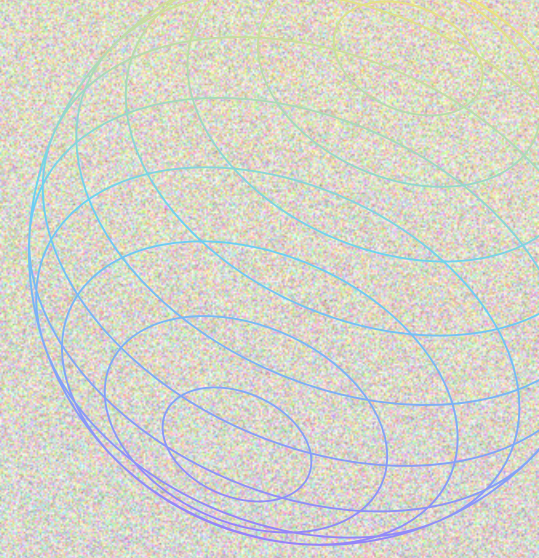
# Tips for Success, with a Talent Buyer, Agent, or Direct

- Start planning 6–9 months in advance
- Know your audience - polls, demographic studies, etc
- Always use a solid contract
- Be clear on who is providing sound, lights, backline
- Have a clear budget, including hospitality + tech
- Always ask to see a rider before booking to make sure there is nothing that sneaks up on you!





**Q&A**



**Thank  
You!**

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