

Principles of LIVE MUSIC with regards to Commercial Work

- **Weddings and other life events**
- **Corporate**
- **General business**
- **Restaurants and Bars**

"Music can soothe the 'savage beasts' but the wrong kind of music can *produce* them by the roomful!"

It is my job to guide my clients to the musicians and ensembles that can deliver the right music for their occasion.

A professional general business musician must be ready, willing and able to play anything that a situation demands. To find something for everybody (mixed ages) and to play it *authentically*.

The music is only part of the equation: standard good-faith business practices and service are equally important.

Look for this with musicians:

- Educated, literate musicians who are trained and can read;
- Dress and presentation;
- Depth, diversity and authenticity of repertoire;
- Appropriate equipment and volume;
- Performance philosophy (it is not about the musician's personal preferences - they must truly enjoy many styles and pleasing people;
- The client/audience dictates what is played;
- A demonstrated understanding of the business model;
- An ability and desire to communicate effectively with people; to emcee tastefully, read and bond a crowd, and facilitate the event's progress.

A packed small dance floor is better than a huge half empty one (perceptions)

Live music is not the remedy for a failing venue. Live music should enhance ambiance and entertain people motivating them to stay longer for example, turning a "glass of wine into a bottle" - it certainly should not impose on people -- irritating them or driving them away.

You're not playing "a" wedding -- you're playing THE wedding and the clients should feel that.