



SING  
*for*  
PLEASURE

# SfP Pointers

## #11: Concert Planning

The day of a concert should be memorable for all the right reasons.

The better planned a concert is, and the most clearly communicated, the smoother it is likely to run logistically - which means that artistically, it is likely to be more fulfilling for all involved. This set of tips is all common sense and you probably already have it covered. But even if there are a couple of things here you haven't previously thought about, it may prove helpful. It is not empirical; every concert is different, from a brief 10-minute performance in a public area to a major full concert in a renowned national venue.

Depending on the scale of the concert, it is worth having a concert manager who is not the conductor. This will allow the conductor to concentrate on the music. Larger scale concerts which include more than 50 singers and an orchestra will probably need a concert management team to ensure that the logistics don't fall on just one person's shoulders.

At least one week before the concert, you should send out a memo, preferably by email, which includes as much of the following as is relevant:

- Date and location of performance.**
- Rehearsal timetable**, if there is a dress rehearsal at the venue on the day of the performance.
- Access instructions**, e.g. car parking if appropriate.
- Where to stow personal possessions and changing facilities.**
- Toilet facilities.**
- What is being performed.**
- What to wear and anything else required for the performance**, e.g. folders.
- Concert layout**; where will everyone stand and next to whom? If players are involved, how many chairs and music stands are needed?
- Prepare how you will walk on and off the stage** to really look like you know what you're doing; looking confident and assured and engaging with your audience is a key part of any performance.
- Try to include a request to avoid the consumption of alcohol until after the concert.** Alcohol always adversely affects a singer's intonation, usually without them knowing about it.
- Are your performers allowed to mingle with the audience at the interval?** Let them know.
- Be clear what should happen to the music at the end of the concert**; should your singers keep it for future use or hand it in?
- Include emergency contact details for a responsible person** - preferably not the conductor.
- Try to include details of what's next**, i.e. "Rehearsals start on X for Y concert with Z music".
- Which pub to go to afterwards.**

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There is a fine balance to be struck between including all essential information and spoon feeding your performers. Sometimes, by providing too much, performers may be tempted to forget their own responsibility to use their common sense.

Other things to plan for:

- If you are bringing your own stage, ensure there is clarity as to who is responsible for it, putting it up and taking it back down again.**
- If there are hire instruments or other equipment to be delivered and collected, ensure that you have liaised closely with the venue on appropriate “get-in” and “get-out” times.**
- Have any payments required on the day ready and ensure your treasurer is briefed to distribute them.**
- Have a team in place to deal with interval refreshments and front of house duties, including programme distribution and ticket sales.**
- Check your public liability insurance is appropriate and in place.**
- You may need to complete and pay for a PRS licence for your performance. Check the PRS arrangements at your venue.**
- Don't forget to write the appropriate post-event thank yous.**
- Try to have fun!**

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