

FESTIVAL OF SENSES

Presents

WALK OF LIFE

HOUSE CONCERTS

2016/17

Event Hosting Guide



180
Different
Locations

The Healing Experience of Music



Tom Powers, Performer & Speaker

Dear Host,

House concerts deliver an experience that's likely to leave the crowd feeling more connected.

Have you ever thought to bring live music in your house?

Have a private concert in your house with your friends?

Joy, music, entertainment and experience.

Make it a special event for your friends and family.

With our unique program "WALK OF LIFE - The Healing Experience of Music" we advocate the mission of music & self-healing in different places, all over the world.

Blessings,

Tom Powers

Walk of Life - Performer & Speaker

WALK OF LIFE

WALK OF LIFE

New to the world of house concerts?

Please review the host guidelines in the following to learn about how you can organize a house event.

As the host organization you invite your friends and enjoy the evening with a great musical performance, talk and mingling with your friends and family.

The guidelines will give you details on what you are responsible for, and what we provide to our hosts.

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Before you decide to host an event, please answer the following questions:

What is that space you have in mind?

Do you want to host a donation based concert or would you like information on paying a one time guarantee?

Do you think to get 25-30 guests of minimum?

What is the total amount of people to come?

Do you expect children to be in the house while the concert is going on?

Will you be able to provide a separate space and care for them?

Any time you will be not available during the suggested dates?

What is the best way to reach you?

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Set up - Room Preparation

The living room is usually the best choice unless the weather turns seasonally, ideal, some hosts do patio, garden, or backyard shows.

Always have a backup plan inside!

Take a few precautions and remove breakable and valuable items.

If you live in an apartment or condo, there is often a clubhouse or common area that can be reserved at little or no expense.

Some hosts, who aren't satisfied with their space, recruit like-minded friends to co-host the shows in their homes.

Remember to allow at least a 6' by 8' area for the performer and the piano and make sure the artist has a high-visibility table for their CDs and other merchandise somewhere on the other side of the room.

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You'll probably need to re-arrange some furniture. Make the room comfortable and accessible!

Use every chair in the house (dining room chairs, barstools, ottomans, office chairs, etc.) and face all chairs toward the performer.

Your neighbors or friends can be a great resource for free chairs.

Also, a window or fireplace can make a nice background scene for the performer.

Everybody needs to have a seat (grass, mats, blankets, backyard, floor, carpet, chairs)

Is your living room big enough to host 25-40 people?

12 feet by 20 feet is often enough. If not you may do the event in the backyard, basement, pool, patio or any other suitable area that has the space. Event at a friend's house.

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FOOD & DRINKS

As host it's up to you to provide snacks, drinks or meals.

If you are providing snacks and beverages for your guests, you'll want to have that set up ahead of time.

Make it easy for people to serve themselves!

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PROMOTION & INVITATION

Allow at least six weeks to promote your house concerts!

Be aware of local events and celebrations in your area that could interfere with the audience turnout of your event. (sporting events, national holidays...)

Make sure your flyers, invitations, and emails say “concert” and not “party.”

Facebook and online media don't carry much weight.

Invite people to your event on a personal level and send physical invitations by mail and make calls.

It's important to ask your guests to RSVP.

O YES I WILL BE THERE

Please mention that this will be a donation based event: *“Please come to be prepared to make a donation to the artist who runs the show.”*

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PROMOTION & INVITATION

Remember: It's an open donation concert!

Please do not suggest a donation amount.

Send a reminder email 2-3 days before the show to confirm everyone.

Let all your RSVP'd guests know that they are expected, and remind them how special this event will be.

Tell them how much it means to you and the artist that they will be there. If they have doubts about attending, now is the time for them to tell you so that you can try to find someone else to fill their seat.

You might say something like, "We're so excited to have such a great artist playing in our living room, it's very important we give him/her a full house."

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Sample Event

SCHEDULE

Official Starts at 6pm

5:00 - Artist arrives

(1 hour prior to the event - No guests!)

- Sound set up

- Host and Performer discuss event program

5:30 - Artist coaches Host on donation announcement

5:50 - Artist put seat cards that include social media link, bio and sign up for mailing list

6:00 - 7:00 Host welcomes people that will arrive - Mingle and hang out time

- Some conversations between the artist and the guests.

6:45pm - Announcement

"Hi everyone. In about 10-15 minutes we'll need to have everyone seated before the concert starts.

If you want to use the restroom, or refill your drink, please do that in the next few minutes."

6:55pm people will be handed out the program and reminded on concert start at 7pm

7:00 - Brief Intro from the Host

Welcome everyone

"Hi Everyone, thanks so much for joining us at our (first?) house concert. Tonight we're pleased to bring you, all the way from Vienna, Austria, 70m Powers!"

Ensure that people are as close to the stage as possible

The concert will be about 50 Minutes

7:05 - Official Concert Program starts

7:55 Artist thanks everyone for listening.

8:00 - Host announces donations:

"Thank you so much Tom for for this incredible experience. I hope you all enjoy this as much as I did. Let's show her our generosity. If you remember, this is a donation based concert. I'm gonna leave this vessel right here on Tom's piano. Please come up and be as generous as you can be to show her our appreciation for this and then we all walk away."

8:00-9:00 artist will be on another table to sell merchandise and talk to people

Appx.: 9:05pm - Event officially ends.

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Please avoid the following:

No TV, conversations, distractions or background noise during the concert!

No children during the concert
in the same room!

No smoking in the room!

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DONATIONS

Every show is hosted in the home of a fan who gathered friends to come see Tom perform.

The artist earns money from donations and merchandise sales.

To make everyone feel comfortable, it's an open donation based model.

The support of the host is needed to have the biggest impact on the group.

Remember:

The donation success is most often based on enthusiasm of you, the host.

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GUIDE FOR THE HOST

*As host the guests are
expecting you to
show what to do!*

- + Be enthusiastic!
- + Introduce the performer!
- + Sit as close to the stage as possible!
- + Clap at the end of each performance!
- + Make the donation announcement!

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How to proceed?

Once you have decided to host a house concert, please fill out the form and send it to our Concert Manager.

Contact:

Ms. Grace Lee

Email:

mwgrace@gmail.com

Address:

Festival of Senses

252 S. Mentor Ave. #9

Pasadena, CA 91106

USA

We will get back to you as soon as we have received your submission and reviewed your details.

For any questions please call us at: 626 817 3428

Thanks!

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GET READY TO HOST A HOUSE CONCERT

Please fill out the form below if you have read our profile, terms and conditions and you are ready to organize your house concert.

First Name

Last Name

Organization

Address Line 1

Address Line 2

City

Postal Code

Phone

Desired Event Date

Expected Number of Participants:

What is the space you have in mind:

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Terms: 2016/17

House concerts should be regarded as private parties in order to better comply with local, state and federal laws.

The Host does not make any money from these events

It's important to note, Tom and his crew does not always travel to your venue.

We are gathering interesting hosts and will update you if there is enough interest in your area, to host an event.

House Concerts are basically based on open donations.

For house concerts out of L.A. county, there is a minimum guarantee payment in case the audience turnout is small.

You would only make up the difference if the donations fell short of the guaranteed amount. \$200 guarantee - \$150 in collected donations = \$50 payment from the host.

If possible, the hosts provide overnight guest room for the artist and his crew.

The artist will appreciate a few bottles of water, and an available snack or meal.

Artists really enjoy having a secluded place to warm-up and relax before the show.

If you don't have a dedicated guest bedroom for them, try to find a space (basement, office, etc) where they can have some uninterrupted time alone for an hour or so.

We encourage hosts to keep their events private in order to keep "Nosy-Parkers" and authorities out of their business.

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TROUBLESHOOTING

Weak response - RSVP?

If you are having trouble getting RSVPs, and sense that the artist could be disappointed with the turnout, let them know.

This is an opportunity for you to brainstorm a few ideas to make the event more appealing, or to give the artist the option to look for other opportunities in the area.

Do NOT just cancel... most often it will be too late for the artist to re-route their travel plans. It's possible that some of your guests will RSVP late, and for an artist with heavy travel expenses, sometimes a low-turnout house concert is better than none at all. But it's still worth having the conversation.