THE TOURING MUSICIAN

STUDY GUIDE

ADDING VALUE TO YOUR STUDENT’S MUSIC EDUCATION THROUGH TOURING
One of the most joyful benefits of participating in music is the opportunity to travel, meet new friends, and experience new cultures through performance. Touring is not only a personally enriching experience, but for many professional musicians, touring and live performance is their primary source of income. A successful tour has a clear purpose, a solid plan, and relies on the positive cooperation of many individuals.

Spark Curiosity!
Engaging your students in the planning and execution of a tour provides extra-musical learning opportunities that are useful in many different professional settings.

LEARNING OBJECTIVES
1. Critical thinking in determining the specific purpose of the tour
2. Develop project management/planning skills through organization of tour logistics
3. Promote collaboration and cooperation as an essential work dynamic

LESSON PLANS
Consider developing lesson plans to meet these learning objectives through the study of music touring. Even if a third-party vendor has been hired to handle tour logistics, giving students insights into the process provides value. Here are some ideas to get you started:

- Engage students to help determine the purpose of the tour. Is it to promote the group or a project? Is it to earn new fans/listeners? Is it to generate revenue? Is it a cultural exchange? How will you know if the tour is successful?
- Have students participate in the logistics and planning of the tour. Depending on the mode of transportation, what is the most efficient routing? How will lodging and meals be handled? What is the daily schedule while traveling? How do you schedule the appropriate amount of free or rest time? What information does the venue need for your performance? What are the behavior expectations for everyone to promote positive cooperation?
- Provide insights into the tour budget and have students participate in decision making. How will the tour be paid for? Fundraising? Sponsorships? Private funding? Revenues? What are the decisions to be made to help manage costs?

RESOURCES

“The rewards and challenges of ensemble touring” by Hilary Apfelstadt. The Canadian Music Educator, Edmonton Vol. 53, Iss. 1, Fall 2011.