

Petite Parlor Concert Guide for Hosts

“When Lisa started to sing “Water needs to Fall, even my teenage daughter got up to dance” and when she sang the NYC love song, everybody melted. I had been thinking how I could have a gathering to include all my wonderful friends and share with them something really special. Sharing Lisa’s music with my friends was the perfect way to do that. “Maureen

I’m so excited you want to know more about hosting a concert for me as I go out on tour.

I’ve called the series Petite Parlor Concert Series. What is that?? An intimate concert also may go by the following names...house concert, whisper concert, sofa concert, living room concert.

They are without fail, an amazing unforgettable experience for everyone involved, host, artist and audience.

This guide is designed to take all the guess work out of hosting a successful concert that will be fondly remembered by everyone who is there. It will take you step by step through the process.

Please read this guide all the way through, even if you’ve hosted a house concert before, so we are all on the same page as we start planning together.

Once you finish reading the guide and you decide that this is something you want to do, I’ll have a few questions for you that we’ll use to pick a concert date for you.

The Concert Space

It could be a living room, a backyard, a patio, an apartment, a winery, a hairdressing salon, a yoga or dance studio, an office, a parlor, a local theatre.

We can create a concert in any space you have access to where your friends can gather, sit comfortably and enjoy a concert.

The Only requirement for the space to work, is that everyone attending the concert must be able to fit in the same space, seated, for the entire duration of the 1-hour long concert

Pre and post concert mingling can spill into other areas, but for the actual concert, it’s important that everyone is gathered close and seated directly in front of the performance. This is the BEST way to create an intimate concert experience. Carpet seating in a packed living room or blankets on the lawn if it’s a backyard concertwork also well as seating options for the flexible.

THE CONCERT DATE

I will work with you to pick a concert date. In an ideal world there would be 7 weekend days in a week, but there aren’t and I would be on tour for a year so I could only play weekends, but I’m not. I usually play **at least** 5 shows a week when I’m on tour. Friday and Saturday only account

for 28% of the week, so in reality, your concert will have a 72% chance of falling on a 'week' night

In my experience, weekend and week day evening shows work equally well. The Petite Parlor concert I am proposing is NOT a lengthy event. the whole event lasts about 2 hours, (keep reading for more details on this) so it is perfect for a unique weekday evening get together. If you REALLY want a weekend date, I will do my best to work with you, however, the shortage of weekends and the travel logistics mean that it may not be possible.

Thank you in advance for being flexible on this matter so I can accomodate as many potential hosts as possible. The questions at the end of the guide will make the date choosing clearer.

The Guests

In order to create the best possible scenario for a successful show, I ask that you have a minimum audience of 20 - 30 people in attendance.

There are a couple of reasons for this.

- Fewer than 20 people and it doesn't have the excitement of a 'concert experience'
- I am using a 'donation based model' for these petite PARlor concerts. That means it takes about 20 adults contributing to donations and purchasing merchandise for the evening to begin to be financially viable for me.

In my experience, you need to invite double the number of people you would like to have at the concert If you want 20, invite 40 and so on.

If you don't think you can get 20 adults at the concert on your own, 'co-host' the show with a friend who also has a group of friends to invite and increase your overall attendance.

If your space can hold more people and you want to host a larger event, that's great. I love performing for large crowds as much as I love smaller crowds. Just let me know what you have in mind for your event and we can work together to make it happen.

Audience Age Requirements

The show has a large dynamic range and subject range. In order to create and maintain uninterrupted focus for the entire concert, it is my experience that the concert is not appropriate for children under the age of 10. While none of my songs are R rated, my songs and on stage banter cater to adults.

NOW If you have young children or you want to invite friends who have young children, I suggest you chip in for an on-site baby sitter or have an older child take responsibility for the kids in a separate space for the concert hour. Kids are more than welcome to hang out before and after the concert

The Concert invitation: What to include

Invite a bunch of your favourite people!

On the invitation use these words.

- This is a donation based concert. Please come prepared to make a donation to the artist at the conclusion of the concert. Donations can be made with cash or by paypal.

- Please tell your friends why you want them to come to your awesome petite parlor concert event
- **Include an RSVP on your invitation. Be sure to ask your guests to RSVP.** This tends to lead to a much better turn out rate

Sometimes concert hosts prefer not to ask their guests to make a donation and prefer to pay an upfront guarantee. If this is something you prefer, let me know and we can discuss a fee structure for your concert.

CONCERT DAY

I'll arrive 1 hour before the guests are due to arrive to set up and get settled and do a sound check if the show is an amplified one.

Guest arrival time is typically 1 hour prior to the show start time, so we can all hang out and mingle and eat some food and have a drink.

After an hour of pre show socializing, people gather in the performance space and take their seats. The host (that would be you) does a brief introduction and then I perform for an hour.

As soon as I have played the last note of the concert, you (the host) gets up the front next to me with a lovely donation vessel and you make a donation announcement that goes like this.

“Thanks so much for coming out tonight. I hope you enjoyed this concert as much as I did. I want to remind you that this is a donation-based concert. Your donations tonight will all go directly to the artist and will show her our appreciation for the amazing experience she brought to us tonight. I’m going to leave this vessel right here and I encourage you all to give generously. Thanks again”

Then we all hang out a bit more until the guests start to go home.

About the donation model of petite parlor concerts

It's really important to me to make these concerts possible for **anyone to host** and the way I do this is by doing the shows on a donation basis. It's important to understand, I am on tour and these donations are how I earn a living and pay my expenses. So it's super important that all the hosts of the concerts put their full enthusiasm behind this aspect of the event.

I am happy to coach you through this and I will also give you a cheat sheet in case you get nervous and forget what to say.

The success of the donation collection is directly related to how enthusiastic the host's speech is at the conclusion of the concert. If you are excited about it, the guests will be excited about it.

Typically guests are super receptive to this part of the show and they love being part of supporting such a memorable and unique event. The best way I can describe the vibe in the room at the end of a Lisa Richards Petite Parlor concert is "giant love fest"

Typical Show timeline for an evening show

5:30 arrival and set up time

6:30 guests arrive (eating and drinking happens)

7:30pm concert begins

8:30 Concert ends

All of the above details, from the invitations, to the set up, to the event flow, to the donation speech, **serve 1 singular goal.**

To create an unforgettable night of music, friendship and connection

A Petite parlor concert is a unique and intimate concert experience that creates an unforgettable night of music, connection and love. (because music is the language of love after all)

If you have read all the way through this guide and it looks good to you and you want to host a Petite parlor concert with me, the next step is to get you to answer a few questions so we can sort out concert routing and scheduling in a logical fashion.

LETS BOOK A CONCERT!!

Copy and paste your responses to the following questions and email them to me
lisa@lisarichardsmusic.com

- 1) where do you live? city, state and country please.
- 2) what is the space you have in mind for the concert. Inside your house? out doors? in your barn? studio? cafe? etc
- 3) Do you want to host a donation based concert or do you want information about paying a guarantee for the show?
- 4) a. Can you get a minimum of 20 - 30 adults to come?
b. What's the total number of people you might expect to come.
- 5) Please list any dates that you are **NOT AVAILABLE** to host a concert (include recurring weekly committments, holidays. weddings etc) so I can avoid offering you a date that you are **NOT** available for.
- 6) send me your best email address, phone number, skype, whatsapp or Facetime number so I can efficiently communicate with you.

Answer all these questions and email them back to me by **May 30th, 2017** and I will get on with tour scheduling. lisa@lisarichardsmusic.com

Once I have a couple of date possibillities I will contact you back, we'll lock in a date, book and confirm your concert.

Very Exciting. I can't wait.