

April 2009



AT THE TOP

Spring is here at Live On Stage and we have sprung into action with the introduction of our monthly newsletter. Our goal is to provide a continuous stream of information to keep you aware of our focus on important issues as the seasons pass. This is such a cyclical process and our challenge is to continue to refine and improve the process each year.

We are excited about this upcoming season for many reasons. This year we have made some awesome new improvements to our website www.liveonstage.biz. Please take time to familiarize yourself with this important communication and information source. Technology will also become a valuable tool for all of us. We are embracing technology and hope to simplify the process by making it easier and more productive for you to manage your association and open doors to a new generation of concert attendees.

Currently, 2009-2010 sales campaigns are beginning and the enthusiasm we are hearing from communities across the nation is contagious. In light of our economy, the opportunity to present international artists locally becomes an even more tremendous value. We would encourage you to say out loud to people in your community what a great deal a season ticket to your series will be for their family. Our hope is that you will find new subscribers in a time when people want to be entertained and forget about all the world issues for a just a few minutes. Please call or write us with your success stories this year or about any struggles you are facing. Together your concert association and Live On Stage can make a difference in your community!

Lastly, we want to personally invite each of you to attend our national conference this summer in downtown Nashville. We will unveil our 2010-2011 artist roster which will include artists with name recognition that will excite your subscribers. We hope you'll join us.

Matt Davenport, CEO

Louis Spoltore, Vice President Operations

Inside this issue:

AT THE TOP	1
NASHVILLE NEWS	2
THE LOWDOWN	2
PRESS PICKS	3
PROGRESS	3

Our Staff:

- **Matt Davenport**
CEO
- **Louis Spoltore**
VP Operations
- **Laura Anderson**
Booking / Contracting
- **Mark Ross**
Press / Publicity
- **Jim Pace**
Technology Manager
- **Jodie Hyde**
Administration
- **Jeanie Hannah**
Accounting
- **Jeff Hall**
Art Director



NEWS FROM NASHVILLE

Our 2009 National Conference Registration Process is Underway

You should have received your 2009 National Conference invitation postcard in the mail. This year's conference is going to be one of our best yet. Our 2010-2011 Artist Roster is shaping up to be a dynamic and very passionate line-up of world class artists. All of us at Live On Stage are excited about our new conference location at the downtown Hilton. It is an award-winning hotel in the heart of Music City. With its beautiful atrium and luxurious suites, we believe that the Hilton is going to be the perfect place to come together and share our passion for entertainment excellence. We will once again be showcasing over 20 talented artists at the prestigious Ingram Hall, located on the esteemed Vanderbilt Campus. There will be three action packed days starting on Thursday evening, July 30th with a Welcome Mixer. Our 2010-2011 Roster Presentation, our live showcases, and seminars will resume on Friday and Saturday, ending with our Finale Reception on Saturday evening, August 1st. Come and be a part of the event as we celebrate *Passion in Performance*.

*National Conference
July 30th – Aug. 1st*

*Register Online
Today!*

Your Area Rep:

- **Melanie Bliss**
North Central
- **Jennie May Donnell**
North West
- **Ruth Gordon**
North East
- **Carolyn Hoaster**
East Coast
- **Menno Kraai**
North West
- **Cherie Lawson**
South Central
- **Betty McGlothlin**
South East
- **Gladys Tysdal**
South West

To Register for the Live On Stage 2009 National Conference:

- Go to our website at www.liveonstage.biz and click 'National Conference.'
- Click 'Register Now.'
- Complete **STEP 1**: Register for the conference by registering online with a credit card or printing a form that can be mailed with a check.
- Complete **STEP 2**: Reserve your hotel room at our special conference rate by reserving a room online or calling the reservation phone number.
- Come and enjoy the conference Thursday, July 30th through Saturday, August 1st.

*Scholarship
Submissions are
due by April 24th!*



FROM THE DIRECTOR'S CHAIR (Laura's Lowdown)

Congratulations on choosing a great 2009-2010 concert season and thank you for working so quickly to confirm your dates. **Series Contracts** have been issued and we ask that you sign and return them by **May 15th**. Deposit payments are due by **June 1st**. I am very excited about the new season and encourage each association to meet these deadlines to ensure a successful concert series. Feel free to contact me if you have any questions. laura@liveonstage.biz



PRESS PICKS (Remarks from Mark)

The Press and Publicity department at Live On Stage is extending its efforts to assist in the publicity and promotions for your concert series. Through our website you will be able to download bios, photos, programs and other promotional materials. I will be available to help you reach your local media outlets and get the best press coverage for your concert association. This is just part of the value added services that we are extending to our community of concert presenters. If you have any questions or comments please feel free to contact me directly.

mark@liveonstage.biz



PASSIONATE ABOUT PROGRESS

At Live On Stage we are dedicated to the support and growth of all of the Community Concert Associations with which we work. In order to provide a better service to this community, we will be making some changes to our website, implementing new technology and providing access to more information over the next few months and years. To start, we have added access to the individual artist's promotional videos on our website within the 2009-2010 roster. As an overview, the videos have the following benefits:

- **The videos can be played online, right in the browser.**
The videos can be played immediately in the browser. You can also create links to the artist pages for your concert series by copying the URL in the address bar of your browser. You can then paste these links into any promotional emails that you send out to your subscriber. They are directed to our website where they can get an instant preview of your series.
- **The videos can be downloaded in a format that can be burned to a DVD**
You can download the individual video clips and burn a data disk or DVD that can be played on a computer. You can also use the same clips to create a DVD that will play in a standard DVD player (requires DVD authoring software such as Corel DVD Movie Factory - \$39).
- **The video clips can be downloaded in a mobile iPhone format.**
You can download the video clips and play them on an iPhone or any mobile device that will play an ".m4v" file.

In addition to the videos, we have posted a Series Timeline and Calendar on the website that gives the concert association information about important dates and deadlines.

More precise information about how to use the website and the video files will follow in later newsletters.

Live On Stage PO BOX 148237 Nashville, TN 37214 Phone: 615-672-7060 Fax: 615-672-7080 www.liveonstage.biz

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