



## Promotional Guide

There are 3 parts to any ideal promotional package:

### 1. Video

### 2. Songlist

### 3. Performance Resume

The importance of your promotional material cannot be overstated. Here are some important tips to stand out as a qualified candidate:

#### Video:

- 1.) Video should be around 6-10 minutes. Absolutely no longer than 10 minutes.
- 2.) Each clip should be about 10 short, 30 second clips. Do not include whole songs. It is always best to include the most recognizable part of the song.
- 3.) It is important that the songs are varied in Style and Era. Make sure you have contrasting songs from each genre you perform to show your versatility.
- 4.) Although a live setting with an audience is preferred, shooting footage from your living room will suffice. The most important aspect of the audition is not whether or not you have a professional videographer, but rather, showing the cruise line a product that they can picture on one of their ships. Not only does talent supersede video quality, but entertainment value should be a main focus. Having a positive, engaging, and energetic attitude is essential on board and thus is essential in your promo as well. If you do not have live footage with audience interaction, perform as if the camera is the audience and entertain.
- 5.) No music stands. For video promo to the cruise lines, first impression is very important and having no music stands is much more professional looking. Attire: Avoid jeans, sandals, sneakers, t-shirts and visible piercings. It is very important to look nice on promotional packages. Tuxedos are fine for a demo.
- 6.) If you would like to be represented by a booking agency such as ours, it is helpful to have an "agent friendly" video that contains no contact information. YouTube and other video hosting websites are a great way to easily market your video. We highly suggest using this resource instead of mailing hard copies.

### **Song list:**

- 1.) You should submit, preferably in PDF form, at least 200 songs in your list.
- 2.) Divide the selections based on genre.
- 3.) This repertoire list should show an impressive range of styles and eras in which you can perform.

### **Performance Resume:**

- 1.) This document should include all previous relevant experience.
- 2.) Include any past cruise employment, list of venues/dates in which you've performed and music education.
- 3.) Do not include: Irrelevant information such as non-music related day-job, education or previous non-music employment.
- 4.) If possible, include a band photo or headshot on the performance resume.

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