

# SALON CONCERTS

AUDIENCE DEVELOPMENT BY INVITATION,  
RESERVATION, CAPACITY, AND REVENUE

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# SALON

**“A GATHERING OF PEOPLE UNDER THE ROOF OF AN INSPIRING HOST, HELD PARTLY TO AMUSE ONE ANOTHER AND PARTLY TO REFINE TASTE AND INCREASE THEIR KNOWLEDGE OF THE PARTICIPANTS THROUGH CONVERSATION”**

**- WIKIPEDIA**



MOZART GIVING A CONCERT

# 19TH CENTURY EUROPEAN TRADITION

- LIVE MUSIC PERFORMANCE
- SPACE: PRIVATE, SMALL, INTIMATE
- PRIVATE GUESTS
- ARRANGEMENTS OF MUSIC FOR FEWER INSTRUMENTS
- COMPOSER = PERFORMER

# 20TH & 21ST CENTURY

- GET YOUR FANS TO HOST CONCERTS IN THEIR HOMES
- SINGER/SONGWRITER: COMPOSER = PERFORMER
- ACOUSTIC GUITAR
- UNPLUGGED OR AMPLIFIED
- TOURING: ACCOMMODATION, HOSPITALITY, NETWORK, SALE OF CD & MERCHANDISE



SINGER-SONGWRITER

# ARTIST'S VIEWPOINT

- SHORTER LEAD TIME TO CONCERT BOOKING
- MORE FLEXIBILITY, FEWER RULES
- AUDIENCE WHO REALLY LISTEN
- TIME TO SIGN & SELL CDS AND MERCHANDISE
- TIME TO GET TO KNOW AUDIENCE: VIRAL
- HOSPITALITY, ACCOMMODATION, SPIN-OFFS

# GUEST'S VIEWPOINT

- PRIVATE, INTIMATE, RELAXED, SMALLER SPACE
- NOT COMMERCIAL BUT PERSONAL
- PRIVILEGE TO KNOW ABOUT IT (INVITATION)
- DIFFERENT KIND OF SOCIALIZATION & NETWORKING
- AUTHENTIC EXPERIENCE



# HOST'S VIEWPOINT

- GIVE BACK
- “FEATHER IN MY CAP”
- CONCERT IN OWN HOME
- LABORATORY: EXPERIMENT
- HOSPITALITY FOR VISITORS
- BREAKEVEN: COVER COSTS BUT NOT TIME

# SALON CONCERT

- ANOTHER NAME FOR “HOUSE CONCERTS”  
CONCERTBLOG

- CHAMBER MUSIC FINDS ITS MODERN HOME:

Hosting musicians in your home is an enduring tradition for good reason. For the price of a good seat at the symphony comes perhaps the best experience in classical music: sitting as close as possible to some of the city's best players in an opulent room with a view. The concerts finish with food and wine, no cleanup required.



# MONUMENT HUISCONCERTEN

# MONUMENT HOUSE CONCERT SERIES

- SINCE 2006
- PRIVATE HOME OF MUSICIANS
- TWICE A YEAR
- THEMED CONCERTS
- PIANO AND/OR GUITAR
- VOICE, RECORDER, HARP, VIOLIN, VIOLA, CELLO, FLUTE, BAROQUE CELLO
- HIGH DIVERSITY: INTERNATIONAL
- ENGLISH OR TRANSLATION DUTCH/ENGLISH
- NEW PEOPLE EACH TIME
- FULL HOUSE
- VARIETY

# EXPERIMENT + ADD-ONS

- OPEN DOOR VS ADVANCE RESERVATION & PRE-PAYMENT
- PUBLICITY VS INVITATION
- CHEF-CATERED CUISINE: CHEF AS PERFORMER
- WINE PURCHASE VS SOMMELIER-SERVED
- PANEL DISCUSSIONS
- MASTER CLASSES, WORKSHOPS, PRE-CONCERT TALK
- ART (PHOTO) EXHIBITION
- MULTI-MEDIA
- SOLO CONCERT VS EXTRAVAGANZA (SHOW CASE)
- FUND-RAISING: RAFFLE-DRAW, SILENT AUCTION, BENEFIT CONCERT

# AUDIENCE DEVELOPMENT

## OFFLINE PUBLICITY:

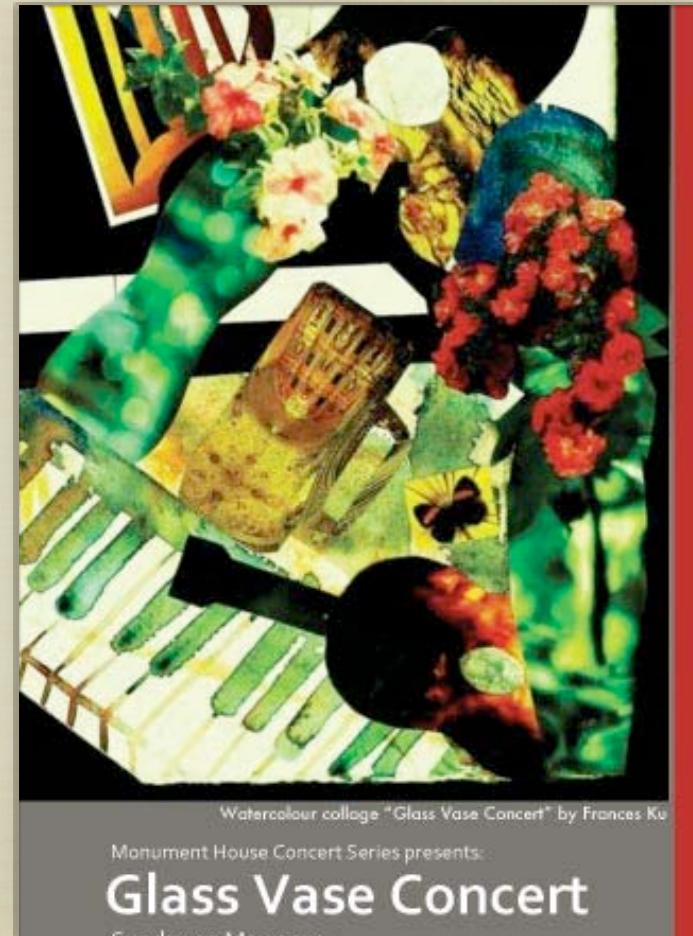
- POSTERS AT LOCAL PLACES: CONSERVATORY, MUSIC STORES, MUSIC LIBRARY, UNIVERSITY MUSIC DEPARTMENT
- PRINTED FLYERS OR POSTCARDS TO NEIGHBORS AND AT OTHER CONCERTS

## ONLINE PUBLICITY

- OWN WEBSITES
- OTHER WEBSITES
- EMAIL LIST
- SOCIAL MEDIA: LINKED IN CONNECTIONS & RELEVANT GROUPS, FACEBOOK, TWITTER, MEET-UP

# OPEN DOOR: BY DONATION

- NO RESERVATIONS
- NO MONITORING
- NO COLLECTION
- NO CAPACITY MANAGEMENT
- NO REVENUE MANAGEMENT
- HIGH UNCERTAINTY OF INCOME AND NUMBERS



# CLOSED DOOR: RESERVE!

- RESERVATIONS
- PRE-PAYMENT
- CAPACITY MANAGEMENT
- REVENUE MANAGEMENT
- HIGH CERTAINTY OF INCOME





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Sat. Nov. 17 @ 20:30

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suggested donation: € 15,- per seat

Contents:  
Haug: fantasia - Otte: rio de la plata - Segall:  
when who met? - Alkema: sailor talk - Laim:  
drizzle - Harvey: run aground - Tedesco: fantasia  
Low on sugar and fat

Robert Bekkers: guitar - Anne Ku: piano

31014 77191

INVITATION, RESERVATION, DONATION

# BOSTON TO MAUI

18 OCT 2011



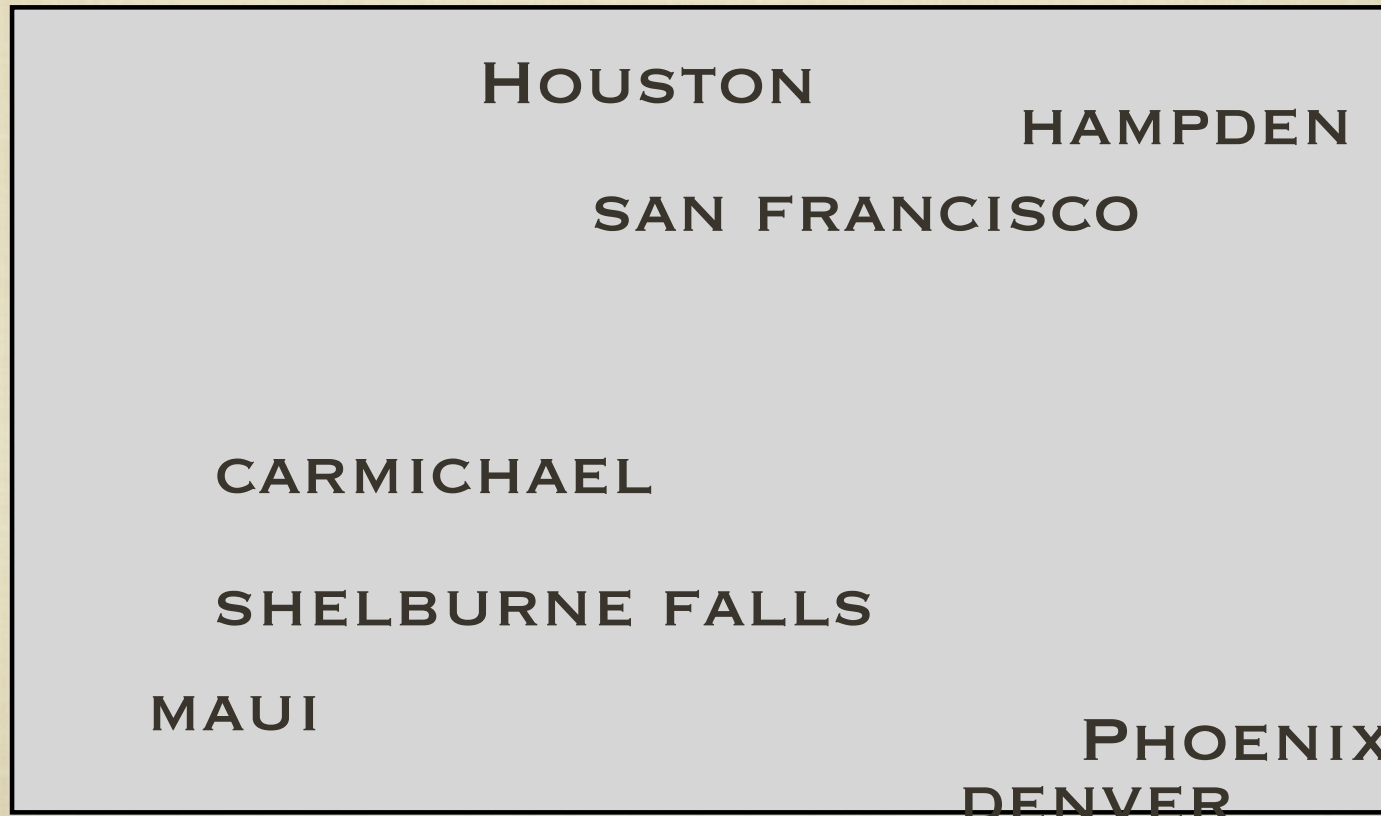
25 Nov 2011

MAUI

# CERTAINTY VS BREAKEVEN

**BREAKEVEN**

**MAX**



**NONE**

**CERTAINTY**

# AFTER THE USA TOUR

- 2 BACK-TO-BACK SOLO PIANO CONCERTS
- ANDALUCIAN CHEF;  
VIETNAMESE CHEF
- ORGANIC WINE TASTING & SALES
- RAFFLE DRAW & SILENT AUCTION
- PANEL DISCUSSION

monument house concert series presents

## The Body of Your Dreams concert weekend

Jacob ter Veldhuis "The Body of Your Dreams," Cage, Dodge, Takemitsu, Hovhannes; Rzewski, Liszt, Poulenc, and Beethoven

Friday July 1st, Nathanael May, piano  
Saturday July 2nd, Brendan Kinsella, piano  
Organic wines & exotic dinners

Support act:  
Robert Bekkers  
Guitar

**\*RESERVATIONS ONLY\***

July 1st:  
18:00 Traditional Andalusian dinner \*\*  
20:15 Concert & Talk

July 2nd:  
18:00 Authentic Vietnamese dinner \*\*  
20:15 Concert

Concert € 12 (else € 15 at door)  
\*\* Optional dinner € 18

Nathanael May

Brendan Kinsella

RAFFLE PRIZES: Bodysports - Ton van den IJssel Bicycles - Bekkers Duo CDs - Monument House Glass Mugs  
PARKING: free after 9 pm or all Sunday, else €2.29 per hour  
Website with links to reservations, blogs, photos: <http://www.pianoguitar.com/concerten/>  
e-mail: [info@pianoguitar.com](mailto:info@pianoguitar.com) Monument House, Keulsekade 25, 3531JK Utrecht

# CONCLUSIONS

- **CONCERT SERIES > AD HOC, ONE-OFF**
- **LONG MAILING LIST > MULTIPLICITY OF MEANS**
- **AUDIENCES WANT AUTHENTIC EXPERIENCE**
- **ARTISTS WANT PAYMENT + MORE OPPORTUNITIES**
- **QUALITY CONTROL - HOSTS REPUTATION & SELECTION**
- **SELF-INITIATED, WORD OF MOUTH, GRASSROOTS**