

Entertainment!



Thank you for visiting our website and congratulations on taking the first step towards taking charge of ***your*** own destiny and becoming a prosperous and successful entrepreneur in the entertainment business.

Here is a way to recession proof your career/ business by investing in the only sure thing - yourself! Gain the strategies and skills that will make your business successful by investing in our fast-track informal course for beginners. The **PVA Entertainment Agency Plan** can help you to easily start a business that can be run from home or the office.

If you don't make the decision to design your own life plan, chances are you'll fall into someone else's plan and guess what they may have planned for you? - Not much! The **PVA Entertainment Agency Plan** is a unique opportunity for you to take charge of your destiny now and move towards a brighter future both financially and personally.

Entrepreneurs and business owners owe their successful edge in tough times to finding something that interests them and focusing on the prosperous end result. The **PVA Entertainment Agency Plan** offers you the chance for success because it is backed by the experience of over 40 years in the business. This ensures the in-house tuition provided is the very best and includes tried and tested hardware and software packages.

Furthermore, should you forget anything you learned in-house, you get to keep the software and have access to our 3-month telephone support service free of charge! You will then have the option for ongoing support by subscribing to the **PVA Group Agency Network**. Remember, we are totally committed to your success and will do everything in our power to help you achieve it!

Regards,

Pat Vincent.



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PVA Entertainment Agency Plan Training

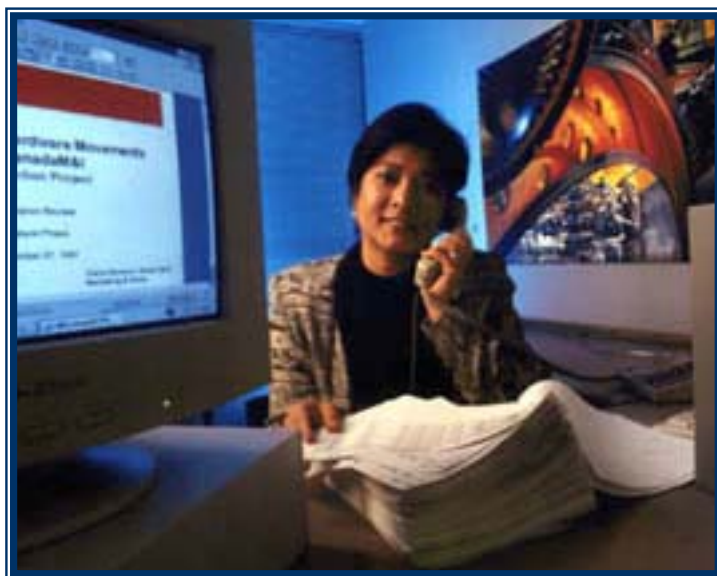


Computer and software:

- Ø **You will require a dedicated PC**
- Ø **Technical spec, Windows 98 min, Microsoft Office**
- Ø **Additional hardware, CD writers, Scanners, Printers**
- Ø **Your agency software**
- Ø **How to...**
- Ø **Maintenance of PC and software**
- Ø **Storage of data**
- Ø **Backups**
- Ø **Security issues**
- Ø **Updates**
- Ø **Virus protection**
- Ø **Firewalls**



PVA Entertainment Agency Plan - Training



Easily learn Entertainment Agency Office procedures:

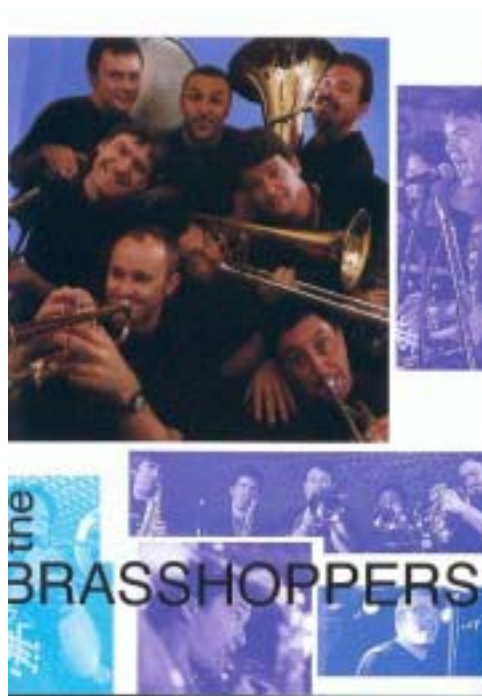
- Ø **Answering the 'phone correctly**
- Ø **Completing the enquiry sheet**
- Ø **Obtaining budget from client**
- Ø **Agreeing arrival/start/performance times**
- Ø **Locating acts or artistes**
- Ø **How to obtain best (lowest) fee quote from acts/artistes**
- Ø **Selling the act/artiste to client**
- Ø **How to obtain best (highest) payment from client**
- Ø **Agreeing payment terms artistes and clients**
- Ø **Agreeing special clauses and additions**
- Ø **Completing the booking note form**
- Ø **Raising client contracts**
- Ø **Raising artiste contracts**
- Ø **How to complete invoices**
- Ø **When to send invoices**
- Ø **The do's and don'ts of diary entries**
- Ø **Confirming artistes prior to event**
- Ø **When to pay client/artiste/supplier**
- Ø **Filing of date sheets/contracts/invoices/publicity**
- Ø **Dealing with client complaints**
- Ø **Handling artistes' complaints**



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We will show you the easy steps to preparing publicity:

- Ø **Obtaining publicity from acts/artistes**
- Ø **Do's and don'ts of sending out publicity**
- Ø **Scanning pictures for publicity**
- Ø **How to create a publicity template**
- Ø **Using a publicity template**
- Ø **How to prepare publicity for email**
- Ø **Hard copy publicity for clients**
- Ø **Using the internet for publicity**
- Ø **How to improve poor publicity material**
- Ø **The importance of good publicity**
- Ø **Creating the right company image**
- Ø **Assessing how much publicity to send to client**
- Ø **Publicity storing and filing techniques**



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Find out how to gain best results from your sales and marketing:

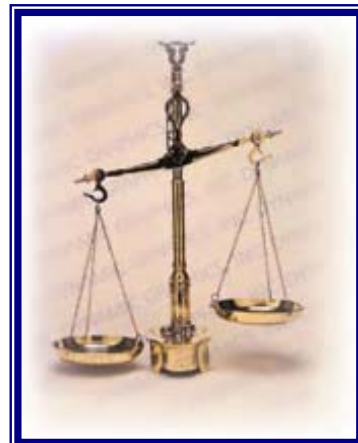
- Ø **Your own free 3-page website**
- Ø **Your own website address**
- Ø **Your email address**
- Ø **Your company logo**
- Ø **Company stationary**
- Ø **Email canvassing**
- Ø **Mailshots**
- Ø **Yellow Pages advertising – how to get the best value**
- Ø **Local free papers**
- Ø **Canvassing hotels, clubs and pubs**
- Ø **Musical Instrument retailers**
- Ø **Shop window advertising**
- Ø **Calling cards**
- Ø **Business cards for artistes to distribute**
- Ø **Local paper features**
- Ø **Promoting your own shows**
- Ø **Links to charities or other organisations**
- Ø **Sponsorship of worthwhile causes etc**
- Ø **Showcases**
- Ø **Showcase sponsors**
- Ø **Working with other agents (split commissions)**
- Ø **Promoting your agency through your acts**
- Ø **Advertising for new acts/artistes**
- Ø **The White Book**
- Ø **Artistes & Agents Book**
- Ø **Showcall Book**
- Ø **The Entertainments Agents' Association**
- Ø **Publicity stunts**
- Ø **Radio & TV features and advertising**
- Ø **General advertising**
- Ø **Letters of commendation**
- Ø **Canvassing local businesses**



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Let us lead you through the basics of
Legal, Financial, VAT and Inland Revenue requirements

- Ø **Solicitors**
- Ø **Accountants**
- Ø **VAT implications on deposits**
- Ø **VAT implications on balances**
- Ø **Register for VAT?**
- Ø **Advantages of registering for VAT**
- Ø **Disadvantages of registering for VAT**
- Ø **Agency responsibility for tax disclosure on acts**
- Ø **Your local Tax office (advice etc)**
- Ø **Importance of good bookkeeping**
- Ø **Dealing with banks**
- Ø **Artiste account**
- Ø **Agency account**
- Ø **New laws and legal implications for agents**
- Ø **Small claims courts**
- Ø **Loan guarantee schemes**
- Ø **Contract law**
- Ø **Rights and wrongs of handling disputes**
- Ø **Musicians Union - Equity**



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Our help desk is there to guide and assist you:



- Ø **When to call**
- Ø **What we can help you with**
- Ø **What we can't do**
- Ø **Using the help Manuals**
- Ø **Using the software support files**
- Ø **Telephone support packages**

