

# ***Mike Beck Acoustic Solo***

## **2019 HOUSE CONCERT GUIDE**

***Hey! Thanks so much for showing an interest in hosting a Mike Beck House Concert. What I have been finding out in all my years of playing and touring that house concerts have been – by far – the most fun, rewarding, and engaging shows I’ve had the pleasure of doing. I’m looking forward to getting the opportunity to come do a concert for you and your guests!***

This guide will take you through the method by which we’ll organize all the house concerts in the 2015 House Concert Tour. This guide can help a lot about how to structure these concerts to make them the most enjoyable and successful events that they can be.

It’s important you read this all the way through – even if you’ve hosted a house concert before – so that we’re all on the same page as we start planning together. After you read this guide and it looks like something you’d like to do, then I’ll have a short list of questions for you that we’ll use to pick a date for your house concert.

I hope this will inspire you and get you excited for what is guaranteed to be one of the most fun and satisfying ways for both the audience and performer to come together for a memorable event.



### **#1: The “House”**

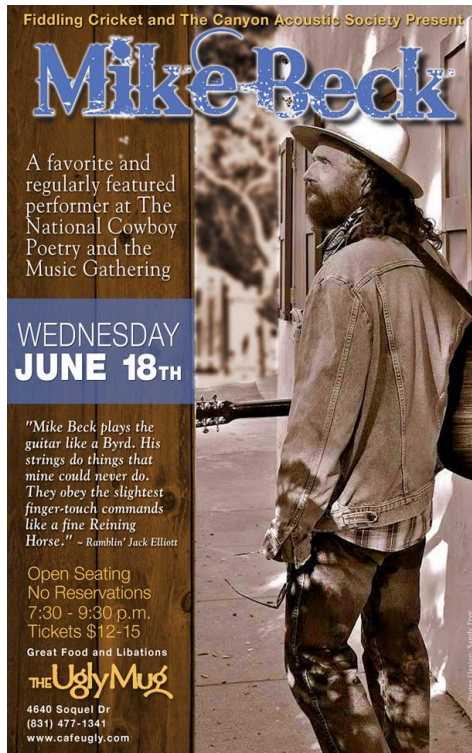
I have played house concerts in living rooms, backyards, and on back patios; in small houses, big houses, condos, and apartments; at a winery, in a photography studio, Barns and cabins, cow camps, a health food store, libraries, museums, and at a local theater. The point is that the “house” can be any space you have access to where your friends can gather, sit, and enjoy a concert. The main ingredient is that it is a suitable place for everyone to be seated and enjoy an hour and a half show, uninterrupted.

Before and after the concert, mingling can of course spill into other rooms or areas of the property, but I ask that for concert time, everyone is seated, together, directly in front of where I’ll be set up to perform. It’s fine if there aren’t enough chairs for everybody – carpet seating in a packed living room or blankets on the lawn in the backyard work great as extra seating options.

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### **#2: The Date**



I will work with you to pick a date for your house concert. This is fun and exciting, and it's also a bit hectic on my end, as I get the map and calendar out and juggle several hosts' schedules to make things work for everyone as I move in a (hopefully somewhat) logical way around the country playing concerts most any day of the week.

In a perfect world, every day would be the weekend and then I could do every house concert on the weekend. But through my experience, weekdays can be the very best times for folks to come together and have a wonderful music night that does not go late into the evening.

So don't despair! While weekend shows can certainly be a lot of fun, I've had some of the best shows on a weekday. The bottom line is that if you have a good group of people, you can't stop the fun from happening, no matter the day. And, this is not a particularly lengthy event, making this the perfect event for a unique weekday evening get-together. So, if you want a weekend date, I will certainly try to make that work – but keep in mind that other people want one too, and there are only two per week.

Thanks in advance for being flexible so that I can accommodate as many potential hosts as possible.

### **#3: The Guests**

To create the best possible scenario for a successful show, I ask that you have a minimum of 20-30 adults in attendance. There are two reasons I ask you have this minimum number of people at the show:

1. Fewer than 20 people and the concert doesn't feel like the exciting event it should be; and
2. 20 or more adults purchasing tickets (at \$20 each) and merchandise is what starts making it a financially valuable night for me.

In my experience, making sure there is a minimum of 20 people there usually means that the host will need to invite a good deal more than 20. The typical scenario seems to be that about half of those invited tend to actually come to the event. So, if you're aiming for 20, invite 40; and so on.

If you aren't sure you will be able to get 20 adults to come on your own, you might decide to "co-host" the show with a friend who will also have a batch of people to invite, and increase your overall attendance. If your space can hold more people and you want to have more, then great, the more the merrier. If you have an idea for something bigger, I can absolutely do it, and I'm eager to hear what you have in mind.

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### **#4: The Invitation**

#### ***Invite a bunch of your friends!***

I will provide you with some precise language that we'll need you to include in your invitations; but besides that, we want you to have fun telling your friends why you want them to come to the awesome event you're hosting.



While it is true that this is how I make my living, sharing music with people is an important thing.

#### ***Other invitation items:***

You may want to let your guests know you'll have drinks and snacks for them if that will be the case, or perhaps you'd like to ask everyone to bring a little something to share. This is entirely up to you, and is not a requirement for hosting a house concert.

Please be sure to ask your guests to RSVP in your invitations and pay their ticket in advance (usually \$20 each). That gives a much better turnout rate as opposed to a "come by if you can" approach.

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### **#5: The Concert**

So you've invited everyone, RSVPs are in, people have paid their tickets and you're ready for the show – here's how it goes down!

- I will arrive one hour before guests are scheduled to start arriving, in order to set up my equipment and do a sound check.
- Guests arrive at the time you and I have decided together that the event will begin. This is usually in the evening – but it could also be the afternoon if it's a weekend.
- As guests arrive, we all hang out and mingle for about an hour.
- Then, after an hour of pre-concert hanging out, everyone gathers in the performance space, people find their seats, the host gives a brief introduction, and then I do my show, roughly an hour and a half.
- After that, we all hang out some more until the guests start heading home.





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### **Questions for you**

***OK... here goes...***

1. In what city and state do you live?
2. What is the space you have in mind for the concert? (e.g., inside your house, an outdoor space, etc.)
3. Do you think you'll be able to get a minimum of 20 - 30 adults to come? What is the total number of people you might expect to come?
4. What is the best email to reach you at?



Thanks again for your interest in hosting a Mike Beck House Concert. I look forward to working with you to help make an amazing musical experience for you and your guests.

***Best!!***

*Mike*