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Art Manager in Concert Event Planning: A Case Study of Paul Gilbert – Ibanez Guitar 2001 Asia Concert Series Shanghai Concert

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Abstract:

Paul Brandon Gilbert is one of the greatest American virtuoso instrumental rock guitarists and has been best known of his huge commercial success with the band “Mr. Big” in which he is the lead guitarist and vocalist. Gilbert has been voted the fourth placer on «Guitar One» magazine “Top 10 Greatest Guitar Shredders of All Time.” He has been also ranked no. 8 in Guitar World’s “50 Fastest Guitarists of All Time” list. This case study demonstrates how the researcher as the event manager for Gilbert’s 2001 Shanghai Tour Concert. All the details were presented to provide a good example of efficient project management work flow for an legendary international artist’s sensational concert. This paper concludes that art management is especially important as a specialized discipline both academically and practically. Especially the role of art manager in concert preparation scenario can never be overestimated

keywords: 1 Music Management, 2 Event Planning, Paul Gilbert , 3 Ibanez Guitar

Biography

A native Shanghainese, Prof. Dr. Li Jia (Born, 1977/4/7) is a Chinese pianist, composer and musicologist. He received his post-graduate diploma (Shanghai Normal University), M.A. in Pop Music Studies (Shanghai Conservatory of Music), M.M. in piano (Sta Isabel College), PhD (Saint Louis University) and post-doctorate (Central Escolar University). He studied piano with such international artists as Prof. Augusto Espino and Prof. Nina Jostel. As a critically acclaimed concert pianist and composer, he has won over 50 international piano and composition competitions, including St. Peter-burg International Piano Competition, New York International Music Competition, Prokofiev international Music Competition, London Young Artist Music Competition, American Young Artist Music Competition, London International Piano Competition, Bonn International Piano Competition, Moscow International Piano Competition, Canadian International Music Competition, WPTA International Piano Competition, etc. Li Jia published his two volumes of piano solo works by Shanghai Music

Publishing House and two piano solo CDs by Guangdong Music Publishing House. He specializes in the works of Baroque and Romantic periods, especially by Bach, Scarlatti and Franz Liszt. His performance venue includes Carnegie Hall, Royal Albert Hall, Bonn Beethovenhaus, Bosendorfer Hall at Mozarthaus, Vienna Ehrbar Hall, Etc. As a scholar, Li Jia published more than 70 papers in journals and conference. Li Jia currently teaches Masters Students at Shanxi Normal University and PhD Students at Krirk University Thailand. Besides, he is also a professor in piano for several colleges, including Nanyang Institute of Science and Technology, etc. Li Jia gives around 30 solo recitals annually in China and beyond and works as editor for several international journals, such as Educational Science : Theory&Practice (Scopus-indexed), Journal of Art&Design, Education Journal, Journal of Higher Education Research and Educational Research and Review. Li Jia served as Marketing director for Tom Lee Music(HK) Shanghai Office between 2000 and 2002.



Introduction

Arts management literature has explored the origins of the field, the topic of what arts managers do, and how they should best be trained. DeVereaux explores the distinction between role and function concerning arts managers by examining relevant literature and contexts in which “arts manager” is the inheritor of diametrically opposed traditions. On the one hand, arts management draws from managerialism’s roots in the Industrial Revolution. On the other, it draws on Romantic notions of the arts that arose in contrast to the values of business and industry. The aim is to examine how the role of arts manager might emerge from contrasting traditions and concludes with thoughts on the directions a conversation on arts managers’ role might take for future benefit (DeVereaux, 2019).

Macdonell interrogates (Macdonnell, et.al., 2019) the distinction between the practice of the arts and the institutions which both support and house them. He discusses the frameworks and policies which governments put in place, examining some of the institutional flaws exhibited by the present arrangements in state apparatus. He reminds the reader of the importance of understanding not only artistic work and the management and support of this but also those for which it is intended: the audience. The

job of the event managers in concerts is to make sure that everything on location runs smoothly without any hitches. Concert Manager or event manager at Live concerts are required to ensure that the concert goes as originally planned. As a manager, he/she has to manage a wide range of activities like takes care and oversees the work of the different teams working on the production of the concert, including location, stage arranging and scheduling, venue supervising, concert rehearsals, recording and performances¹.

In 2001, Tom Lee Music Hongkong invited Paul Gilbert to give a China tour concert in Shanghai. The researcher as the director of this event designed and pushed through the concert plan detailed as follows in seven parts.

Part 1: Concert guidelines

1.1. About the Artist

Mr. Paul Brandon Gilbert is one of the greatest American virtuoso instrumental rock guitarists and has been best known of his huge commercial success with the band “Mr. Big” in which he is the lead guitarist and vocalist. Gilbert has been voted the fourth placer on «Guitar One» magazine “Top 10 Greatest Guitar Shredders of All Time.” He has been also ranked no. 8 in Guitar World’s “50 Fastest Guitarists of All Time” list.



Picture 1: Mr. Paul Brandon Gilbert

1.2. Objective

Mr. Paul Gilbert has enjoyed large number of fans and followers in Asia areas especially in China. He has been an influential idol for millions of rock/pop lovers and guitar players. On the side of entrepreneurship, he has been the endorser for Ibanez Guitar Series which is one of the exclusive distributing products of Tom Lee Music for the Great China area since June 1998. Besides, his handsome and up-beat appearance has solicited ferocious attraction for the female audience. The objective of this concert is to further extend the media and marketing

¹Rachnoutsav Events Academy.(2017).Role of Event Manager in Concerts

coverage of Ibanez Guitar in Mainland China. It is subsidized by Hoshino Gakki Group as part of its yearly marketing promotion program in collaboration with Tom Lee Music Co., Ltd. It will serve for the sales objective for the financial year 2001-2002 which is pegged at a 10% increase in total sales amount in Great China Region.

1.3. Organizing Strategies

1.3.1. The overall concert organizing strategy is to breakthrough traditional modes while integrating such elements as endorsement, branding, targeted consumers, market promotion activities and artistic advancement putting the live concert in the context of a successful brand promotion scheme.

1.3.2. Before and after the concert, series of media promotion and network activities will extend the influential scope of this concert further.

1.3.3. The promotion will maximize the potential of all channels of medias, both online and offline, including (but not limited to) TV, radio, newspaper, webs, social medias and mobile networks, to establish an enduring brand concept of Ibanez Guitar in China.

Part 2: Concert details

2.1. The Band

Guitarist/Vocalist: Mr. Paul Gilbert

Paul Brandon Gilbert (born November 6, 1966 in Illinois, USA) is an American musician. He is well known for his guitar work with Racer X and Mr. Big, as well as many solo albums. He also joined Joe Satriani and John Petrucci on the 2007 G3 tour. He has been voted number 4 on a list in *Guitar One* magazine of the "Top 10 Greatest Guitar Shredders of All Time", as well as a spot in *Guitar World's* 50 Fastest Guitarists of All Time list.

Bass Guitarist: Jeff Howell

Jeff Howell began his bass playing career as a teenager in upstate New York. He played in several bands throughout his teen years and in the 80's, progressed to the Bigamton, NY based band, Acts. This was a very polished professional band that toured the entire east coast and consistently packed every venue played. They also recorded an album, "Fear of Swimming", on which Jeff wrote and co-wrote songs.

Drummer: Carl Allen

Carl Allen (born April 25, 1961) is an American drummer.

He has worked with a wide variety of musicians, including Freddie Hubbard, Jackie McLean, George Coleman, Phil Woods, the Benny Green Trio, and Rickie Lee Jones.

It was with Green that Allen met bassist Christian McBride. In 1988 Allen and Vincent Herring founded Big Apple Production, which produced several albums featuring young jazz/rock performers.

Keyboardist: Jamie Brooks

Jamie Brooks (born 8 July 1973, Coventry, England) is an English pianist, keyboard player and composer/arranger. Brooks was classically trained from the age of five, but developed an interest in rock, jazz, funk and pop in his teens and started playing in local bands.

2.2. Venue

SOS Disco Address: Zhao Jia Bay Road 1111 Metro City, 5 – 7 F.

Picture 2: SOS Disco



Due to its strategic location and popularity among music lovers, pertinent audio equipment and rich experiences in organizing live concerts SOS Disco is the final winner among several bidding competitors. Besides, they will handle 30% sales of the ticketing objectives through their regular costumers.

2.3. Song List

1. 30 Days In The Hole
2. A Little Too Loose
3. Strike Like Lightning
4. Big Love
5. Shadows
6. CDFF-Lucky This Time
7. Lean Into It
8. To Be With You
9. Just Take My Heart
10. Green – Tinted Sixties Mind
11. Wild World
12. Once Upon a Time

13. Let Yourself Go
14. Shoot the Moon
15. You Don't Have to be Strong
16. My Kinda Woman
17. Dancin' Right Into the Flame
18. I Get the Feeling
19. Promise Her the Moon
20. Voodoo Kiss

2.4. Pricing Scheme

The ticket pricing is classified into 3 categories

- A. VIP: 1200 RMB x100 seats capacity= 120,000 RMB
- B. Regular: 600 RMB x 1000 seats capacity= 600,000 RMB
- C. Student: 300 RMB x 500 seats capacity = 60,000 RMB

Projected Total Sales Amount: 780,000 RMB

2.5. Venue Layout

- a. The inside venue layout should emphasize "Ibanez" guitar series, with a special area displaying all the Ibanez guitars and basses currently available to Chinese market.
 - b. All the tickets, and projector stage, handouts, posters, T-shirts, give – always, on – stage screen should display the logos of the joint parties as background: Tom Lee, Ibanez guitar, Boss, Nike.
- c. The outside venue layout should promote Tom Lee Music Paul Gilbert 2001 Asia series concert schedules and the artist's new achievement with CD selling desk at the entrance.

2.6. Schedule for the Concert Day

9:30am:

Advisers Arrive

Phone Lines Set

Dressing Room Cleaned

Entertainment Chairs Arrive

Runner Reports In

10:00am: Tech Load – In

11:00am: Box Office Open Hospitality Coordinators Arrive

11:30am: Security Arrives

12:00pm: Band Load In Crew Lunch

2:30pm: Preliminary Dressing Room Set

5:00pm: Merchandising/Concession Check – In
5:30pm: Security Meeting
6:00pm: Crew Dinner
6:15pm: Police Arrive
7:55pm: Tom Lee Music president Introduces the artist
8:00pm: Opening Act
8:45pm: Set Break/Intermission
9:00pm: Main Act.
10:30/11:30pm: Show Ends
11:00pm: Load – out

Part 3: Equipments planning and venue audiocharacteristics

3.1 Audio Equipment

The audio equipment that SOS provides are listed in table 1

Table 1: Audio Equipment

Series Number	Equipments	Amount
1	16/4/2 Driver	1
2	(Gemini) CD CD – 9000	1
3	PDM – 7008 Disco Mixer	1
4	(BAG END) TA – 151 Speaker	14
5	TA – 15CF Speaker	2
6	D18E – I Speaker	12
7	ELF – M2 Controller	2
8	(CLAIR BROS.) P4 Speaker	4
9	XEQ – 3/P4 Equalizer	2
10	CAH Q – 1200 LP Player	2
11	GM480 DJ Microphone	1
12	ND328 Microphone	8
13	WL – 128 Wireless Microphone	2
14	Eq31 Equalizer	8
15	MA1600 Amplifier	9
16	CA 2002 Amplifier	10
17	EF200 Effector	1
18	EF100 Effector	1
19	SYMETRIX 425 Limiter	1
20	RANE SM26 Audio Limiter Dispenser	3
21	Sony MDR – 7506 Monitor	2
22	SOUNDTRACS TPZ-MAXI 4 – 32	1
23	PEAVY DTH SF2	2
24	PEAVY DTH CONCERT SUBII	4
25	CARVER PT – 2400	6
26	ART# 472	1
27	BSS FDS310	1
28	SHURE ECS24BETA84	2
29	GEMINI XL – 1800QII	2
30	STANTON TRACKMASTER	2

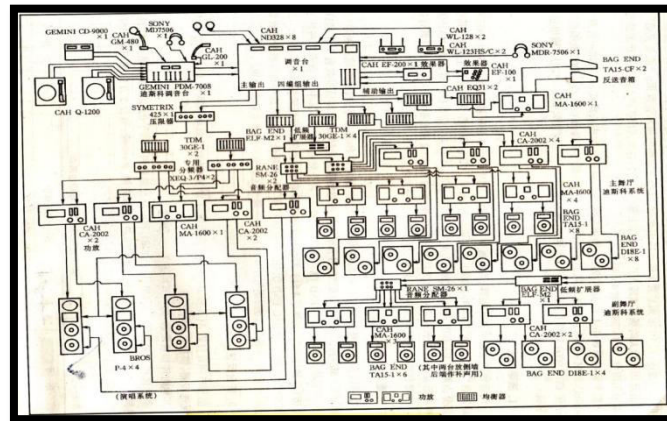
Table 2: Supplementary Equipment

The supplementary equipment to be added are listed in table 2.

Series Number	Equipments	Amount
1	EAW KF850	12
2	EAW SB850	6
3	EAW SB28	2
4	EAW FR253	16
5	EAW SM155	4
6	EAW SM202	2
7	EAW KF650	16
8	EAW MX8001	1
9	EAW MX3001	1
10	CROWN MA500	4
11	QSC EX1250	3
12	QSC EX1600	6
13	QSC EX400	14
14	QSC MX300	16
15	MACKIE 24.8 24 8	1
16	MACKIE 24E 24	1
17	EQ DBX 3231 31	2
18	EQ DBX 3031 31	2
19	DIGITECH TSR24	2
20	SENNHEISER BF1051	4
21	SENNHEISER BF518	8
22	SENNHEISER HD250	1
23	SENNHEISER 3134	4
24	CANNON SC930	7
25	CANNON 108	14
26	SONY DAT	2
27	DENON	2

Tom Lee engineering department designed the audio connection chart based on the equipment available.

Diaphragm 1: Audio Connection Chart



3.2 Audio Parameters

Based on technical data provided by SOS, the audio characteristic of the venue is in line with the National Standard (according to Chinese Cultural Industrial Standard W1-1031-93).

Table 3: Audio Parameters

Grade	Maximum Sound/Level	Transmission Gain	Transmission Frequency Characteristics	Overall Noise cdb (A)	Distortion Rate
A	10~ 6300Hz ≥ 110 dB	250 ~ 4000 Hz ≥ average ≥ 8 dB	40 ~ 12 100 H (Based on 80 ~ 8000 Hz average Sound Pressure = 0d13, + 4 ~ - 8d13 permitted in the range of 80 ~ 8000 Hz ≤ + 4db permitted	40	5%

3.3 Lighting Equipment

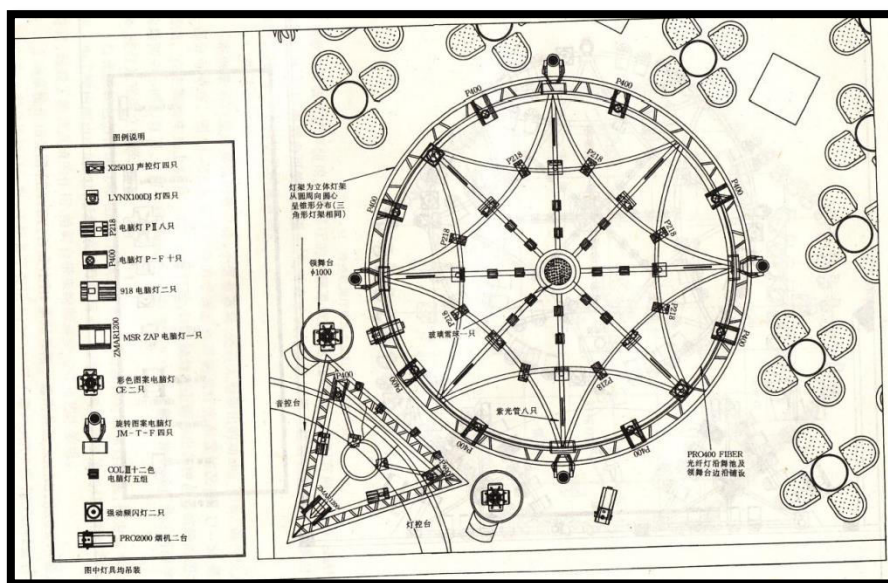
SOS provides these lighting equipment

Table4:LightningEquipment

Series Number	Equipments	Model	Amounts
1	MARTIN	3064	1
2	MARTIN	COLORII+=	16
3	MARTIN	PRO1220XR	6
4	MARTIN	PRO812	12
5	MARTIN	PRO518	2
6	MARTIN	PRO218	16
7	MARTIN	ZAP	4
8	MARTIN	DJ – 3	6
9	MARTIN	MINISTAR II	8
10	MARTIN	RAINBOW II	4
11	MARTIN	MINISTAR250 DJ	8
12	MARTIN	X250 DJ	4
13	MARTIN	9002000	4
14	HDL	300060 60	1
15	HDL	3006DS	10
16	MARTIN	CENT	1
17	MARTIN	24V 250W	16

The lighting diaphragm of the venue is basically graphed as follows.

Diaphragm 2: Lighting Connection Chart



3.4 Synchronized Video Projection

Two EIKI Notebook Projectors LC – XNBIL will be installed onsite controlled by a laptop with a room filling 800 AIVSE Lumens brightness, and 90% uniformity and 250:1 aghast ratio, in

real 1024 x 768 pixel resolution to maximize the visual effects of the concert in a synchronized manner.

Part4: Human resources

4.1 Organizing Parties

Organizer: Tom Lee Music HK. Co.,Ltd.

Co-organizer: Hoshin Crakki Co., Ltd.-Ibanez Guitar Section Japan

Sponsor: Nike, Inc. (Greater China Area)

Title Sponsor: Boss guitar effectors by Roland (Shanghai Le Lan Electronics Co., Ltd.)

Official Website: www.tomleemusic.com.hk.

4.2 Project Team

Director: **Li Jia**

Tour Manager: Mark Workman Stage Manager: John Colman Production Manager: Drake Mansano Riggs: James Abaya Lighting: Vanessa Heman Sound: Jason Craigan Technical Director: Lance Austria Video Director: Arnold Castillo Camera Man: Harold Mallari Financing Officer: Huang Jinxian Logistic Officer: Fang Tianfeng Media/Marketing Liason: Kang Zhanbin Security Director: Peng Liyao Sales officer: Tang Ying, Zhang Min, Wu Tian Local Catering: Gao Feng, Han Ye, Li Liang, Yang Zi, Jin Shi

4.3 Security Force

To secure the maximum smoothness of the performing flow, there will be a 50 member security team assigned by local police force and military force.

Part 5: Marketing plan

5.1 Pre – Concert Marketing Plan

5.1.1. Local Media Activities

5.1.1.1. Radio Programs 10 tickets will be given free to people's Radio Station, << popular music time 3 to 5 >> for audience participation.

5.1.1.2 TV Program 10 tickets will be given free to oriental channel << entertainment zone >> for audience participation.

5.1.1.3 Printing Media Program 5 tickets will be given to << Xin Ming News Paper >> for readers participation.

5.1.2. Online Interaction Program

10 tickets will be given to interactive program at www.tomleemusic.com.hk for readers participation correctly assuring a mini test about Paul Gilbert. An official media

announcement will be held 2001 – 03 – 06, 3 pm at Hilton Hotel Shanghai by Tom Lee Music Shanghai.

5.2. Real – Time in Concert Stage Interactive Programs

5.2.1. Sing along with Paul – “To Be With You” several audience will be randomly selected by Paul to join the performance on – stage on his no. 1 hit – To Be With You

5.2.2. Picture – Shooting with Paul

Fans will get the chance to take pictures with Paul on stage throughout the concert and the will be presented on www.tomleemusic.com.hk and www.sina.com.cn in real – time.

5.3.3. Grab a new album of Paul

100 copies of Paul’s new album «Alligator Farm» will be given away for free throughout the concert, each can claim for the autograph after the concert.

5.3 Post – Concert Program

A special seminar will be hosted as a reflection of the concert and expansion on Ibanez Guitar fan – club database. Every participant will be given a free copies of the concert DVD released by Tom Lee Music upon successfully registering as a local member of Ibanez news letter series.

5.4 Marketing Medias

5.4.1. News Papers - Xin Ming Evening News - Wen Wei Do - Liberation Daily - Youth Daily - Commerce News - Shanghai Wednesday - Oriental Moving News- The Noon News - Labor News Paper - Shanghai Star - Oriental Weekend - Shanghai Daily - Life weekend News - White Color Weekly - News Weekly - City Ride - Computer Weekly - Comfort world - Shanghai Security - Shanghai Economy Report - Chow Daily - Global Times - The Bund - Shanghai Weekly.

5.4.2. Webs Promotion

- www.sina.com.cn

-www.tomleemusic.com.hk.

5.4.3. Radio

Shanghai People’s Radio Station - East Radio Station

5.4.4. TV

Shanghai TV station - Shanghai Oriental Channel

5.4.5. Magazines

The Youth Generation - Modern Instrumentalist - Instrument

5.4.6. Outdoor - Sign/Station Board

5.4.7. SMS - China Mobile Group Texting

5.4.8. Other Materials - Concert menu, tickets, handout, poster, and paper cups, roll – up banner stander.

Part 6: Local arrangements

6.1 Pick – up Service

6.1.1 Special local service group will be assigned

6.1.2 Pick – up service at Pudong international airport, with security guards and shuttle bus directly to hotel

6.1.3 The band and technical staff will be 20 minutes coordinated at Hilton Hotel which is to 40 minutes away from the airport and from the performing venue by bus.

6.1.4 Special desk and two staff from shanghai office will be set at the lobby of the Hilton Hotel for any request and concern from the team, 24 hours non-stop.

6.2. Local Transportation

A 50 – seat luxury bus will be rented for 4 days as well as three cars (BMW) and 5 pick-ups for instruments/ equipments.

6.2.1. Two police cars will be arranged for municipal police force for 24 hours surveillance

6.2.2. Every vehicle will be put on special sign and numbers (from 1 – 10)

6.2.3. 5 boxes of mineral water will be arranged per day on board

6.2.4. Cleaning staff will be arranging for daily maintenance of the vehicles.

6.3 Food/Beverage Arrangement

6.3.1. Food/Beverage Coordinator will take care of daily living and diet issues of the team.

6.3.2. A variety of menu should be designed and reported to concert directors on daily basis subject to any special request and changes for the team and budget concern (based on 200 per meal/per head) and 4 meals per day.

Part 7: Finance planning

Based on estimated a staff of 30 people from and back to Japan, and 4 days trip.

7.1. Basic Fees

Ticket Airline: 7000 RMB x 30 = 210,000 RMB

Visa Fee: 1000 RMB x 30 = 30,000 RMB

Licensing Performance: 500 RMB

Security Fee: 300 RMB x 50 = 15,000 RMB

Ticket/Posters: 3,000 RMB

Venue Fee: 50,000 RMB

7.2. Local Catering Fees

Food: 200 RMB (per head/per meal) x 3 x 30 x 4 days = 72,000 RMB Equipment Renting: 60,000 RMB

Local Logistics:

A. 50 seat luxury bus: 2000 RMB per day x 4 days = 8,000 RMB

B. BMW Car: $800 \text{ RMB} \times 3 \times 4 = 9,600 \text{ RMB}$

C. Pick up: $700 \text{ RMB} \times 5 \times 4 = 14,000 \text{ RMB}$ Hotel: $600 \text{ RMB per head per day} \times 30 \times 4 = 72,000 \text{ RMB}$

D. Miscellaneous/Emergency Fee: 20,000 RMB

Total: 255,600 RMB

7.3. Promotion Fees

Propaganda

1. Material Products: 200,000 RMB

2. Media Conference: 50,000 RMB

3. Media Broadcasting: 100,000 RMB

Total: 350,000 RMB

7.4. Ticket Sales

The ticketing income is estimated as

A. VIP: $1200 \text{ RMB} \times 100 \text{ seats capacity} = 120,000 \text{ RMB}$

B. Regular: $600 \text{ RMB} \times 1000 \text{ seats capacity} = 600,000 \text{ RMB}$

C. Student: $300 \text{ RMB} \times 500 \text{ seats capacity} = 60,000 \text{ RMB}$

Projected Total Sales Amount: 780,000 RMB

7.5. Cash In – Flow

A. Subject to endorsing agreement among Tom Lee Music, Ibanez Guitar (Hoshiao Gakki) and Mr. Paul Gilbert, (Document Number: 2000 – 03 – 08 – 12 AB) , no labor fee will be payable to the band artist. Besides, Ibanez guitar (Hoshiao Gakki) should handle 60% of the total cost and payable within 30 days before the concert to Tom Lee Music through bank transfer.

B.

Conclusion

In order to meet the concert requirements and make it successful, the concert manager distributes stage plans to stage crew and venue management. He coordinates stage crew activities and assists with or supervises stage preparation, including unloading, setup and positioning of concert stage elements, such as instruments, equipment or background sets. If he sees a health, safety or logistics issue, he works with the act and venue management to modify the plans. Concert manager also makes certain that an act receives everything requested for backstage facilities, such as specific beverages or food². So this paper concludes that art management is especially important as a specialized discipline both academically and practically. Especially the role of art manager in concert preparation scenario can never be overestimated.

²Rachnoutsav Events Academy.(2017).Role of Event Manager in Concerts

Reference

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