

## **WHAT TALENT BOOKERS WON'T TELL YOU**

Mark Towns presents "**WHAT TALENT BOOKERS WON'T TELL YOU**," a music business workshop designed for singers and musicians, veterans and newcomers alike, who want to get more gigs, or land their first one! Have you ever wondered why some artists seem to always get gigs while others don't? Find out at this entertaining event! True case studies will be examined, and talent booker's insider secrets will be revealed--key information which will allow you to formulate successful strategies for getting what you want from gig gatekeepers

Mark Towns has been involved in the music and entertainment business from the inside out during his years of working as a musician, booking agent, and journalist. In his workshop, you'll learn how to get the gig as Mark Towns reveals proven tips, techniques, and secrets for successfully presenting your band to the bookers of clubs, restaurants and hotels. You'll also learn what it takes to land those high dollar gigs at corporate events, weddings, and private parties. Plus, you'll find out how to keep the gig and get repeat business by avoiding common mistakes musicians and bands make that keep them from getting called back.

**WHAT TALENT BOOKERS WON'T TELL YOU** is great for vocalists, individual musicians, sidemen, band leaders, and groups. If you sing or play an instrument and want to get gigs, this workshop is for you! Whether you're a beginner, a seasoned pro, or somewhere in between, you'll discover valuable information in Mark Towns' workshop - information that you can use right away!

**In WHAT TALENT BOOKERS WON'T TELL YOU**, you'll find out:

- How to find the gig, how to book the gig, and how to keep the gig
- What talent buyers look for in an EPK
- True Case Studies - Don't do what they did!
- The best time to contact talent buyers
- What to never say to a booking agent
- What talent bookers look for on audio and video demos
- All this and much more in this fun, informative workshop!

Mark Towns has over 40 years experience as a professional musician, leading his own bands in performances across the U.S., Latin America, and Europe, as well as being a featured sideman and musician contractor for major artists including Chaka Khan, Rickie Lee Jones, Poncho Sanchez, Clay Aiken, Augie Meyers, Martha Reeves, Kirk Whalum, Hubert Laws, Larry Coryell, Dave Valentin, Yomo Toro, Joe Ely, and more.

Mark Towns Entertainment, founded in 1999, provides talent booking, technical production, event management, and marketing/publicity for major shopping centers, festivals, restaurants, wine bars, concert venues, and private events nationwide. With offices in Los Angeles and Houston, TX, current and past clients include CityCentre Houston, NASA, Sugar Land Town Square, Sammy Hagar's Cabo Wabo Cantina Hollywood, Lyfe Kitchen (Culver City, CA), Major League Baseball Team Owners, Montrose Shopping Park (CA), Rice University, The Houston Rockets, Fort Bend County Chamber of Commerce (TX), Shell Oil, Kings Harbor Shopping Center, Chevron, Eddie V's (La Jolla CA & Houston TX), The Finger Companies (TX), Sugar Land Wine & Food Affair (TX), Shogun Japanese Grill, Ouisie's Table, Holly Street Bar (Pasadena, CA), Bossa Grill, Mi Luna Tapas Bar, The Tasting Room, Kirby's Steakhouse (TX), Vintropolis Wine Bar, and many others.

As a journalist, Mark Towns' articles have appeared in numerous publications including L.A. Jazz Scene, Houston Press, All About Jazz. L.A., Urban Beat Magazine, Public News, and JazzHouston.com.

Mark Towns is owner of Salongo Records and Selim Sound Music Publishing Company. He is a member of the Jazz Journalist Association, and is a voting member of the Recording Academy for The Grammy Awards and The Latin Grammy Awards. Mark is a member of The Los Angeles Professional Musician's Association (Local 47, AFM).

Mark Towns currently resides in Los Angeles.