



MUSIC ROCKS MY WORLD

WHAT IS SHOW TRADING & WHY SHOULD YOU TRY IT?

by Aoife O'Leary

Show Trading opens up a world of benefits that can make a huge difference to a working band - and this goes WAY beyond having awesome shows booked.

You get to book the best possible show for your band...

This part is probably obvious. You determine the bands you play with so you can make sure you're playing in quality venues with awesome bands. It's not just about music, either. You can choose bands who are a match for you in terms of commitment and ambition too.

You get to play quality shows with an actual audience...

When you show trade, you can be sure you're playing in great venues and you can be confident that you'll have a great audience come out to see the show. This is especially true when you are trading with bands who have built a kick-ass following in their own city.

Makes a world of difference to have a great set up rather than arriving at a venue that is just bad and where your show has been promoted poorly so pretty much nobody arrives.

You maximise your potential for media and other opportunities in the cities you are playing...

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When you show trade with bands who are serious about what they are doing (and it's a good bet that they're serious if they're signed up to show trade in the first place) you can get access to their connections.

You can find out from then what the most supportive local radio stations are, who to contact about print interviews, where to play in stores in their locality and so on.

You're building valuable connections...

Beyond making connections with the band you're trading with, you get to building connections with anyone who is supportive in the music industry in each and every area you play.

When you have quality, direct connections, you fast-track getting publicity in these new locations as well as maximising opportunity to make the most of your "OFF" Days. (Check out: **5 Ways To Make The Most of Your "OFF" Days On Tour**).

Your career is in your own hands...

When you show trade, you guys have a ton of control over the choices you make. Plus you guys are the ones building relationships, not any intermediary person working on your behalf.

It's win-win-win-win.

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