

## A Brief Background of the Front of House Organisation and the Personnel

The Front of House Organisation is unique within the music industry in being able to offer such a wide range of services under one roof. Whether you need a company to look after your marketing, ticketing, onsite supervision and management, sampling, band merchandise, or all non-technical production, The Front of House Organisation can provide the solutions.

### Brian Wilson

Brian founded The Front of House Organisation 3 years ago as a natural evolution of a series of other companies.

Brian started in the music industry some 20 years ago retailing at concerts and then in 1999, took on a delivered the front of house management on the British Gas Millennium Concerts at Greenwich. Ten months later this was followed by the AXA Final Ball for the official closing of Wembley Stadium. Since then Brian has managed numerous outdoor concerts for Stately Homes Tours at venues such as Blickling Hall, Petworth House, Keddleston Hall and Bath Rugby Club to name but a few. This then led to the management of venues for the National Trust music festival and Live Nation as part of their Summer Nights Series.

In tandem with this, Brian started a merchandising division. This exclusively looks after various artists' merchandising rights and sales, online, at open air shows, and arena tours. This was another area that rapidly expanded and quickly provided the solution for promoters for onsite band merchandising at outdoor concerts. With all the contacts that had been gathered, Brian decided to bring all the relevant aspects pertinent to the music industry under one roof and rebranded as The Front of House Organisation. The company now has the rights to all sampling, concessions, band merchandising and front of house management on all the Live Nation Summer Nights Concerts, The Rival Organisations open air shows, The Faenol Festival in North Wales, and sees the roster rapidly expanding.

## Steve Porter

Steve started work at the box office at the Royal Albert Hall and was rapidly promoted to supervisor in 1991. In 1994, he was promoted to Sales Manager for the Hall, managing the bookings diary which enabled him to develop some very important relationships with promoters. In 1998, Steve was approached by IMG Artists and Entertainment Division working on a new contract as liaison for the Royal Parks.

In 1999 he was promoted to Executive Producer and given full responsibility of the Hampton Court Palace Festival, Althorp Picnic Concerts, Bryn Terfel's Faenol Festival and English Heritage Concert Series (19 concerts per year). For these projects, he looked after all aspects of non-technical event production ranging from booking artists, producing and managing all the marketing, all aspects of ticket sales and coordinating the event production to onsite implementation and event management.

In 2005, Steve decided to leave IMG and go freelance as an Event Producer and has not looked back! He has worked on numerous open air concerts, providing marketing, ticketing and onsite support to the promoters. He continues to produce the Faenol Festival which is now in its 9<sup>th</sup> year. In the last year Steve has also worked on projects other than music as diverse as an Airshow in the Cotswolds, a Turbo Tennis event at the O<sup>2</sup>, and tour managing Elaine Paige in Europe and Asia.

Once Steve had gone freelance, he was in a position to join forces with Brian who he had worked with for 10 years on many events. With the combined experience that they both have, The Front of House Organisation can now offer the most rounded front of house solution to event organisers. We know how to market the event, to sell the tickets, to plan with all the emergency services, to ensure that the public get to and from the event safely, to have the best onsite experience whether it be the bar, concessions or even the loo!

---

## Services to Promoters

---

### Front of House Management

- **Audience Health & Safety**

Of paramount importance is the health and safety of the public onsite. We can help ensure that sites conform to the appropriate health and safety regulations in consultation with experienced officials well versed in the various laws and regulations.

- **Liaising with Security**

We can provide a backbone of communication between the concert organisers and security at events in order to facilitate the smooth running of a concert site and ensuring a high level of service and safety for the audience.

- **Traffic Planning**

We liaise with relevant parties including local authorities and police in order to organise the best possible strategies to safely allow the public to travel too and from site. Where appropriate, we will look at including public transport opportunities and at all times our priority is to maximise the efficiency of the traffic flow while also considering the impact on the environment and local community.

- **Car Parking**

Obviously in partnership with the traffic planning, we can organise suitable car parking staff to facilitate the free-flowing of traffic to avoid congestion.

- **Liaison with Emergency Services**

In consultation with the local emergency services, we ensure suitable provisions for access of emergency vehicles and also medical presence onsite according to applicable laws and regulations.

- **General Audience Welfare**

One of our primary objectives is to maximise the welfare of the audience and ensure excellent health and safety provisions.

## Front of House Services

- **Concession Booking**

We can provide the highest quality outlets who could not be further removed from the conventional 'burger van' mould. Many of our clients are pioneers in terms of providing organic and vegetarian options as well as a wide variety of different cuisines from around the world. We pride ourselves on our ability to provide a great balance of concessions whereby the worldly cuisine can also be complemented by companies offering local produce. We liaise with the individual food concessions to ensure that we have copies of their risk assessment, insurance and health and hygiene certificates.



- **Concession Management**



Having booked the concessions, we undertake all aspects of the management. A representative from The Front of House Organisation is available onsite at all times in order to help with load in, siting, practical issues such as power, water, trading passes, and EHO visits. In addition, we conclude all settlements at the end of each event.

- **Liaison with Council Environmental Health Officer (EHO)**

We regularly escort the EHO on their inspection of all retail operations.

- **Band/Artist Merchandising**

We have an experienced team who specialise in the area of artist merchandising. We can provide an unparalleled service with excellent stands, product presentation and an efficient, friendly service. We pay all our own costs and manage every aspect of the operation including liaising with the band merchandise representatives.



- **Brand Awareness and Product Sampling**

We actively market your event to attract brands and companies to have an onsite presence at your event in order to promote their products. Not only does this enhance the concert going experience for the general public, it also provides an additional revenue source. Again, we can arrange everything in terms of support to the client and promoter, with unit siting and logistics all dealt with by The Front of House Organisation as well as other resources and financial settlements. Once more, we endeavour to ensure that any brands are matched perfectly to the event to



provide the dual purpose of giving maximum potential exposure to the brand and also enhancing the concert site itself.

## Back of House Services

- **All 'non technical' production and Event Management**

In addition to our services to the public side, we can provide a wide range of back of house services including experienced site management and logistics such as site security and structures. We have custom entranceways and signage which all contribute towards a positive site aesthetic.

- **Site Management from Load In to Load Out**

We can arrange the loading strategies both into site before the event and out of site once the event has finished. Careful consideration of the site is taken into account when planning the entrance and exit strategies, such as the condition of the land on exit.



## Marketing and Ticket Management

- We can provide local and national marketing for an event with widespread, targeted exposure.
- We can produce all promotional resources including banners, advertisements, and web sites using our trusted design agency who are vastly experienced in the live music industry.
- Another service we provide is all aspects of ticket sales including the management of all manifests and negotiating fees.