

PROCESS FOR COMMUNICATING WITH ARTISTS, AGENTS, OR MANAGERS AND CONTRACTUAL AGREEMENTS WITH PERFORMERS

Why can't you communicate directly with an artist or agent?

Without intending to commit to a date and price, the contacting person may be entering into a verbal contract. This places the individual, the organization and Kent State University in a difficult situation if funding is not secured. Additionally, without experience in contract negotiation, a higher honorarium may be paid than is necessary.

When researching a speaker, performer, band, artist, etc. that your student organization would like to bring to campus, the use of the internet to locate contact information and general availability is encouraged. However, under no circumstance, should anyone contact the talent, agent or management personnel via email, telephone or mail. **To secure specific information regarding the talent, the following process needs to occur:**

- **Only Della Marie Marshall, Associate Director, Center for Student Involvement will contact the appropriate party and negotiate a contract.**
- **Submit an email request with no more than two or three potential names to Della Marie Marshall, who will contact the party responsible for booking the talent. The request should be emailed at least three weeks prior to any funding request deadlines to Della Marie Marshall at dmarshall@kent.edu.**
- **Please include the following in the request: name of speaker/performer, any information already gathered (i.e. web addresses), tentative program date(s) and time(s), and the email and telephone number for the representative of the student organization submitting the written request.**
- **An email will be sent to the organization contact and advisor within 48 hours (2 business days), confirming receipt of the request.**
- **Ms. Marshall will investigate cost and availability of the talent and forward the information received to the student organization contact and advisor within 48 hours of the applicable request submission deadline. Students are encouraged to contact Ms. Marshall at any time during the process for updates.**
- **If the event is funded through Allocations, the next step is to schedule a meeting with Judy Ripple, Senior Business Manager, Center for Student Involvement, jripple@kent.edu, 330-672-2480, to discuss bill payment processes, etc.**
- **If the event is funded/approved, the next step is to schedule a meeting with Della Marie Marshall, 330-672-2480 or dmarshall@kent.edu. Ms. Marshall will meet with the student organization member(s) responsible for the activity, the organization advisor and the CSI liaison to insure the proper execution of the contract and provide consultation on event management. They will review the components required for a successful program including advertising, travel, lodging, hospitality, security, audio visual, reserving the facility, set-up, clean-up and other university services.**
- **Following this meeting, coordination of the event's logistics (i.e. hotel reservations, travel arrangements, publicity) become the responsibility of the group. The organization's CSI liaison will be available to assist with directions, who to contact, etc. Specific contract questions can be referred to Ms. Marshall for clarification.**