PAN INTERNATIONAL Booking Process & Event Management

FOR. 25 D



**Compiled by Julia Valentini** 

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### INTRODUCTION

Welcome to PAN International!

PAN International is primarily an event entertainment agency that provides multicultural entertainment for corporate and community functions and events. However, in addition to this, PAN International also manages high profile events such as the Sunday @ Subiaco Concert Series, the Fairfield Concert series and our largest annual event is the Voyages Australia Day Concerts at Sidney Myer Music Bowl.

At present, PAN International is making deliberate steps towards obtaining more end-to-end event management jobs rather than purely entertainment bookings.

This manual is intended to provide you with a step by step guide of how to book and process entertainment bookings and give you some basic guidelines of how to plan and manage an event.

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# 1. TAKE AN ENQUIRY

It is recommended that you keep a small pile of blank PAN Enquiry forms (See Appendices) at your desk at all times. This form will help guide your conversation with the client and ensure you get the information you need. Remember; never assume anything and double check everything.

The imperative information you must acquire is the following:

- Organisation / Company name?
- Contact Name?
- Contact Phone number & email address?
- Event date?
- Event type?
- Venue including is it indoor or outdoor?
- Type of entertainment they are seeking?
- Time & duration of the event?
- How many people will be at the event?
- What is the budget?
- How did they find out about us?

At the initial enquiry stage, sometimes the client won't have all the information. If they seem unwilling to give too much away or unsure about the details, just explain that you are just trying to understand as much as you can about the event to help them with an accurate costing.

Please take this enquiry to Lela McGregor, **Director of Programming & Events** who will decide which team member will quote on the job.

## 2. PREPARE THE QUOTE

To prepare a quote, you must do the following:

- First determine price,
- Prepare the quote or proposal,
- Send the quote to the client,
- File away the enquiry and quote.

### a. Determine the Price

After taking an enquiry from a possible client, determine which artist would be suitable to fill the brief. Factors you need to consider are the following:

- o Budget
- Technical requirements
- Audience
- Premise and theme of event

You should give clients 2-3 options when quoting.



Check rate price according to the most recent **PAN Artist Rate Card**. This can be found in the PAN Resources Filing Cabinet, in the 'Resources' drawer under 'Invoicing Procedures'.

If the client is requesting something specific and more complex then what can be determined from the standard call out times, you will need to contact the artist directly using the details found on the PAN/CI Database and ask them to quote you for the gig.

Based on the determined fee, you then multiply the fee by 2.2 and round to the nearest 100. For example, for 4 x dancers to perform a 5-10min Cabaret performance the calculations would be as follows:

Dancer fee: \$275.00 per dancer, per hourX 4 = \$1,100.00 X 2.2 = \$2,420.00 Quoted Fee: \$2,400.00 + GST

### **REMEMBER WE ALWAYS QUOTE PLUS GST.**

If for an extensive entertainment package with more than six call outs also add an additional 20% management fee.

### b. Prepare the Quote

For standard quotes, email a proposal using the below template. It is recommended that you save this template into your signatures for efficiency. Always make sure you:

• Thank the client for giving us the opportunity to quote.

• Remind them that we do not 'hold' artists, and if they would like to book they need to send us a signed LOA.

• Remind them that upon receipt of a signed LOA they will be issued an invoice for a non-refundable deposit of 50% which needs to be paid within 7 working days.

• The balance will be invoiced 10 working days prior to the event.

## • CHECK SPELLING!!!!

For more complicated event entertainment packages, it is best to present them in person with a PowerPoint presentation. A basic template presentation can be found in the following location: Q:\BOOKINGS CURRENT\PITCHES

organize - in oper	A A A A A A A A A A A A A A A A A A A	TORSES INTO A PART			<u> </u>	
🔆 Favorites	Name	Date modified	Туре	Size		
🔜 Desktop	🖭 Template Pitch PPT (based on Bayside)	15/07/2011 12:15	Microsoft PowerP	58,869 KB		
Downloads						
Recent Places						
🕞 Libraries						
Documents						
J Music						
E Pictures						
Videos						
📜 Computer						
wetwork						



The layout of the proposal should follow the below plan:

- 1. Title Page
  - i. Name of client
  - ii. Date of project
  - iii. Name of event
- 2. Key objectives that we are aiming to achieve through this event.
- 3. High impact image, e.g. invite, poster, advert
- 4. Introduction
  - i. Explain the concept
- 5. Key images these get the client excited about the event or product.
- 6. Key images.
- 7. Explain key details on how the event will run.
- 8. Relate the event concept back to key objectives
- 9. Budget package price but list details that this includes.
  - i. Entertainers?
  - ii. Technical Requirements?
  - iii. Management?
  - iv. Marketing?
- 10. Logistics

11.

- i. Schedule
- ii. Any key technical needs
- Integrated Marketing Plan (this may not be needed)
  - i. List communication tools, e.g., print advertising, website, newsletter, etc.
  - ii. Add price if applicable
- 12. List benefits for the client
  - i. Consider branding benefits?
  - ii. Connecting to community?
  - iii. Launching a new product?
  - iv. Drawing attention to company?

### c. Email Proposal Template

Dear <Client's name>,

Thank you for your time on the phone the other day and for giving us the opportunity to quote. As promised here are some options for upcoming event!

EVENT: <TITLE OF EVENT> CLIENT: <CLIENT'S COMPANY> DATE: <DATE OF EVENT> LOCATION: <VENUE>

### ACT #1: <TYPE OF PERFORMANCE >

<INSERT PIC HERE>

Act: <Number Performers to Perform>

Fee: <Quoted Fee + GST>

**Duration:** <Length of call time with number and length of performances>.

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Just so you know, we do not 'hold' artists. To make sure you don't miss out, please let me know if you would like to proceed as soon as possible so that I may send you a Letter of Agreement, which you must sign and return to our office. Without this agreement I cannot book your artists!

Upon receipt of this agreement, you will be issued with an invoice for a non-refundable deposit of 50%, which needs to be paid within seven working days. The balance will be charged ten days prior to the event.

If you have any questions or concerns, please do not hesitate to contact me on 9412 6600 or at <insert email address>.

Kind Regards, <Your name>

**Email Proposal Sample** 

Dear Charles,

Thank you for your time on the phone the other day and for giving us the opportunity to quote. As promised here are some options for some interactive Chinese acrobatic entertainment!

## EVENT: BALLARAT MULTICULTURAL FESTIVAL CLIENT: CHINESE AUSTRALIAN CULTURAL SOCIETY DATE: 16<sup>TH</sup> FEBRUARY 2012 LOCATION: BALLARAT PLAZA

## ACT #1: CHINESE ACROBATICS & DANCE PERFORMANCE



Act:Chinese Acrobats & Dance Performance (up to 10 performers)Fee:\$2,500.00 + GSTDuration:3hr call with 2 x 30mins performances.<br/>Price includes all travel expenses.



### ACT #2: CHINESE LION DANCE



Act: Chinese Lion Dancers (1 Lion with up to 9 performers and can roam throughout crowd)

**Fee:** \$4,500.00 + GST

**Duration:** 3hr call with 2 x 30mins performances.

Price includes all travel expenses.

Just so you know, we do not 'hold' artists. To make sure you don't miss out, please let me know if you would like to proceed as soon as possible so that I may send you a Letter of Agreement, which you must sign and return to our office. Without this agreement I cannot book your artists!

Upon receipt of this agreement, you will be issued with an invoice for a non-refundable deposit of 50%, which needs to be paid within seven working days. The balance will be charged ten days prior to the event.

If you have any questions or concerns, please do not hesitate to contact me on 9412 6600 or at <insert email address>.

Kind Regards, <Your name>

d. Filing quotes

Once you have emailed or presented the proposal, staple a hardcopy with the initial enquiry form and file into 'Bookings' section of filing cabinet, under 'Enquires'.

If you have not had a response from the client after one week, you should call or email and ask for a response to the proposal.

If the client does not want to go ahead with the proposal, discard the hardcopy from the 'Enquiries' file.

If they do want to go ahead with the proposal, create a new file on the PAN Super File, the PAN/CI Database, on your Outlook and a hardcopy file for your personal use.

PAN Super File: This file should be titled following the below template:

- Date PAN Number Client Act
- For example, Q:\AAA PAN SUPER FILE\110724 -(6475) Icon Entertainment Sand Art

**PAN/CI Database:** See Enter Enquiry in PAN/CI Database.

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**Outlook:** In your Inbox, you should have a file named 'Bookings'. Under 'Bookings' there should be four sub-headings – 'Confirmed', 'Completed', 'Pending', 'Cancelled'. When you have an enquiry, you should create a file for it under 'Pending' following the below

template:

- $\circ \quad \text{Date}-\text{Client}-\text{Act}$
- For example, 110724 Icon Entertainment Sand Art

When the client confirms that they would like to go ahead, you move the file into 'Confirmed'. If they do not wish to proceed, place it in 'Cancelled'.

You save all incoming and outgoing emails in these files so that you can keep track of all correspondence, especially when there is a long lead time between the enquiry and the event.

**Hardcopy**: Create a manila file for your desk, with a heading that lists its status, name of the event manager handling the event, the PAN number, the client, the act and the event date.

For example, you can attach a table such as the one below.

LIVE	JULIA	PAN6773	MINTER	WIRELESS	28 <sup>™</sup>	JULY
			ELLISON		2011	

# 3. ENTER ENQUIRY INTO THE PAN-CI DATABASE

Upon receipt of affirmative response, enter the enquiry into the PAN-CI Database. When complete, you may generate the Letter of Agreement.

The key procedures that you will need to know how to do when working with the PAN/CI Database are the following:

- a. How to lodge an enquiry into the database?
- b. How to create a new customer contact?
- c. How to create a new artist contact?

## a. How to lodge an enquiry into the database?

To lodge an enquiry, you must have a customer contact file and an artist contact file.

Remember to search for both of these before entering a new enquiry. If you do not have a file for each of these, you will need to create it. The following information will show you how to do this.







Open Pan-Ci and type in your User name and Password and then Log-in.

le W	Vindow Help		
2	Open Perspective		
	Show View	ኛ Car Rental Company Contacts	
I.	Reset Perspective	A Council Contacts	
	Preferences	Notel Contacts	
D	1st GIG Date Customer	☆ Media/Marketing Contacts ■ PAN Artist Contacts ■ PAN Bookings	
		🍓 PAN Customer List	
/	/	AN Global Contact List  PAN Global Contacts  Private/Public Company Contacts  Tasks Tertiary Contacts  Venues	
		Other	
		Þ	
PAN	N Customer List 🛛		

Under 'Window' and then 'Show View' you will be able to open the necessary search windows; PAN Customer List, PAN Artist Contacts and PAN Bookings.

In each of the respective search windows you will be able to search for your client's COMPANY NAME and the ARTIST'S NAME or STYLE OF PERFORMANCE.

Once you have confirmed that you have a contact file for each of your Client and Artist, you will be able to create an enquiry.

File W	/indow Help			
-				
	ew			
A PA	Bookings 🖾	PAN Reports		
		+ All	•	
		L		

Underneath the file tab, there is the 'New Symbol'. By pressing on this symbol, you will be able to select which new file you would like to create. Please select 'New PAN Booking'. See next page for image.





A pop-up window will appear on your screen. You must enter all the details marked with an asterix.

PAN Booking De Fields marked with a	etails In asterisk * are required.	
* Enquiry Date: * Type: * Contact Method * Contact: Contact Email:	2011-05-05       Image: Section of Corporate in Private in Government in Oth       Image: Private in Private in Corporate in Private in Corporate in Cor	er
Contact Fax: Media?		
* Customer:	VIC   Melbourne University - Parkville Campus - VIC	<ul> <li>✓</li> <li>Searce</li> </ul>
Contact: Erica Fryde Phone: 8344 9541 Fax: 8344 0995 Email: e.frydenbe	nberg Title/Position: Coordinator Master an Address 1: Head Educational Psyc Address 2: Carlton, Melbourne VI rg@unimelb.edu.au;	d Doctor o :hology Un C 3010 Aus
* Venue:	VIC   Crown Casino	▼ Searc
		Cancel



**Enquiry Date –** Must be the actual date the enquiry came in. (click on calendar)

**Type –** Corporate (business e.g. end of year parties), Private (individual home events e.g. birthday parties), Government (Council activities), Other (Universities/TAFES and other), Festivals (Any kind of festival)

**Contact Method –** How the client made initial contact. This is important for future marketing.

**Contact –** First and Last name of the contact person.

Contact Email – email address from the person who contacted you.

**Contact Fax –** Fill in number if received.

**Media -** This is if the artist or event will be publicised or marketing materials will be distributed to the broad public.

**Further Media Notes -** Please note the publicity contact, and what kind of publicity will be distributed, e.g. advertising? Editorial submissions? Website listing?

**Customer –** Click the arrow button and scroll down to select which '**State**' required, then go to the next box and write down your customer's name (you can just write the first few letters or the first word and it should come up after you press '**Search**')

**Venue –** Click onto the arrow button and select which '**State**' required, then go to the following box and write down the name of the Venue. **Do not press 'Search', just type it out.** 

ore E elds m	<b>)etail</b> arked v	<b>s</b> with an	asterisk * are	required.			H
Artist	Date	Time	Artist Cost	Extra Expense	Fee	PAN Profit	Add
							Delete

Then press '**Next**' and come to a new page. Press '**Add**' and another box should appear. This will be the Artist Program box.

THE DETAILS THAT YOU ENTER INTO THIS FORM WILL MAKE UP THE ARTIST CONFIRMATION FORM, SO IT IS IMPORTANT THAT IT IS AS DETAILED AS POSSIBLE.



* Artist:	Aboriginal For A Day- Eddie kitching 👻 Search				
Artist Label	Indigenous Artist				
Date	Date of Performance				
Arrival Time:	What time do they need to be there?				
Time:	What time is the actual performance?				
Duration:	How long will they perform for?				
Costume/Dress:	What do they need to where? Who will	provide costume?			
Fee(Before GST):	0.00 Fee(After GST	): 0.00			
Artist Cost:	0.00 0.00 0.00 Anything related to logistics Anything related to administration				
Extra Expense:					
PAN Profit:					
Tech Requirement:					
Further Notes:					
		Einish Cancel			

**Artist** – If there is a specific artist who has been requested do a search for them by typing in their name and pressing '**Search**'. If not, leave it blank.

Artist Label – Enter the generic of what the customer wants.

Date – The date of the actual event.

Arrival Time – Generally 45mins prior to the performance start time. (e.g. starting time 5:00pm, arrival time 4:15pm)

Time – Start and finish time of whole event.

**Duration –** Timeframe space of event and duration of actual performance.

**Costume/Dress** – What are the artists to wear? E.g. traditional as per performance by (x) number of Bollywood dancers.

Fee – The fee is the total fee charged to the client (less GST).

Artist Cost – This is the amount the artist is being paid for performing at the event.

**Extra Expense** – This would include any additional monies we will pay to the artist. This is typically any reimbursements we've agreed to, petrol allowances, rehearsal fee, etc.



### **Tech requirements –** Fill in the following template:

This booking is for [artist name] to perform [number, length and style of performance] on [date of performance] at [location] for a total fee of [total fee]. Client is to provide [insert tech requirements] and artist is to provide [insert any costuming / tech that artist will supply]. In case of emergency or running late, please contact [your name] on [your mobile number].

### Further Information – Fill in the following template:

Please sign and return this Artist Confirmation Form to [your name] by [seven days after sent, unless gig is sooner]. POST: 138 Cromwell Street, Collingwood, VIC, 3066. EMAIL: [your email address]. FAX: 03 9412 6699

### Press 'Finish' when complete, which will take you back to the previous page.

The costing headings will be automatically entered after entering the details in the Artist Program.

More D Fields m	etail: arked v	s with an	asterisk * are	e required.			
Artist	Date	Time	Artist Cost	Extra Expense	Fee	PAN Profit	Add Edit Delete
Estimate Quoted: Agreed: Total Exp PAN Pro Parking Drinks R Dressing Load in/ PA/Sour	ense: ofit: provid ider/M Room Bump d Eng	ed: I provid in Time ineer pr	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0 0 0			<
			Sec. Sec. Sec. Sec. Sec. Sec. Sec. Sec.	r <b>ck</b> Ne	xt >	Finish	Cancel

These extra details are all items that have to be provided by the client. Please list the specifics of each heading, once you have them, which will not be until the booking is confirmed.

Press 'Finish' when complete.

## **REMEMBER TO PRESS SAVE!**



This will take you back to the main page.

PAN Bookings 22 PAN Reports	20	🔄 PAN Booking - PAN6791 🔞 🌉 F	PAN Artist Contact - ID:27326	-	SPAN Artist Contacts	2	
6791 * All		PAN Booking Details -		-	wurund		1000
ID 1 tot GIG Date: Containing	Charles .	Last Hard and \$10505 00 55457 The			Name (Sector	Dela/Caratari Catar	
DALLETTAL 2014 OF DD ATLAT	Lac	Latter of American			Manuel La Marcella Ma	the country cares	low
PP000131 2011-02-09 ALMI HOVE	NC	Letter of Agreement Facinets Com	(heat		Wurundien Land VC	Aboriginal Work	ag
		Letter of agreement - rasonnie Cover	NICK		individual cand at the	Piblinghild an interne	- Gree
		Arbst Continnation Letter ALL, Wurun	djeri Land Council				
		General					
-		ID:	PAN6791				
		Status:	Enquines	-			
		Enquiry Date:	2011-04-28				
		Confirmation Sent Date:					
		Confirmation Received Date:					
		Туре:	🖱 Festival 🐵 Corporate 💮 Private 💮 Government 💮 Other				
		Event Type:	TOYOTA - Gala Dinner		-		
*		Estimate	0.00				
RAN Customer List 🕺		Quoted	0.00				
	-	Subtotal Fee:	5500.00				
Name		Extra Cost:	0.00				
Name 310	Le	Total Fee (Subtotal Fee + Extra Cost):	5500.00				
		Total Espense:	1800.00				
		PAN Profit:	3200.00				
		Processor	Jess Avery				
		Media?					
		Further Media Notes:		*			
		P. A. Martin					
		(Display on Letter of Agreement)					
		1 (18) (18) (18)					
		Tech Requirement					
		(Display on Latter of Agreement)					
			- H- 1- 1				
		*					

Now scroll down and fill out remaining information on the 'PAN Booking Details':

Event Type – Always remember to fill this part in.

Further Notes – Please fill in the following template:

Please sign and return this Letter of Agreement by [seven days after sent, unless gig is sooner] to secure your booking.

POST: 138 Cromwell Street, Collingwood, VIC, 3066.

EMAIL: [your email address].

FAX: 03 9412 6699

**Tech Requirement –** Please fill in the following template:

Please provide Artist with [tech requirements, e.g., number and type of mic, speakers, Dis for guitar, etc.].

It is a condition of hire that PAN Artists are provided with the following free of charge:

- o Parking,
- o Water,
- Light refreshments,
- Change room, with bathroom access, prior to and post-performance, and
- Safe and secure location to store belongings during performance.

Please notify of onsite contact and parking arrangements prior to the event.

**Notes –** Please enter all actions that you have taken in regard to the artist or the client. For example, 'have contacted artist and awaiting confirmation', 'Artist won't do gig due to unavailability. Have contacted three other acts via StarNow', etc. This is vital to keep up to



date so that your management and colleagues can follow what has and hasn't been done on each project.

### **REMEMBER TO PRESS SAVE!**

### b. How to create a new customer contact?

Should there not already be a Customer Contact file, you will need to create one in order to lodge a new enquiry/booking.

To begin, press 'New PAN Customer'.

🗗 Pan & Ci Management System - 2/10/2009	
ile Window Help	
New PAN Booking	
🍓 New PAN Customer 🗧	ne la companya de la
🧾 New PAN Artist Contact	
🔁 New Pan Mailing Contact	
on New Festival Organization Contact	
🔦 New Service Provider Contact	
New Private/Public Company Contact	
fft New Venue	
🚚 New Tertiary Contact	The Wew PAN Customer
🙈 New Council Contact	PAN Customer Details
😏 New Task	Fields marked with an asterisk * are required.
ኛ New Hotel	
ኛ New Car Rental Company	* Name: (Enter name of the Company)
E <sup>♠</sup> Other	Type: (What does the business do? Events / Venue / Corporate, etc)
Ounchin	Phone: (W) (H)
	Fax: (W) (H)
	Mobile:
	Contact: Contact name?? Title/Position:
	Additional Contact:
ter all details under each heading. A	U Website:
this detail should be in your origina	al Email:
quiry form. After completing the page	9, How did you hear
ess 'Next'.	about PAN Events?
	< Back Next > Finish Cancel



It is imperative that you enter at least the '**State**' in each the of the address categories. Once complete, press '**Next**' to take you to the next page.

Address Deta Fields marked wit	ills Ih an asterisk * are required.
Street:	
Suburb:	
State:	VIC
Postcode:	
Country:	Australia
Postal Street:	
Postal Suburb:	
Postal State:	VIC
Postal Postcode:	
Postal Country:	Australia
	< Back Next > Finish Cancel

The 'Comment / Descripton' field is for all extra details.

Before entering any details, always date the comment in Y/M/D format follwed by your name. You then need to list all information.

Press 'Finish' to complete the contact file.

comment/Des	cription			
dditional comm	ent/description			
110502 - Julia.				
Enter				
- What did they e	enquire about?			
- What event wo	rk are they working	on?		
- were they men	diy / reasonable / s	tingy:		
	<b>_</b>	1		



#### c. How to create a new artist contact?

### On the database

Should there not already be a Customer Contact file, you will need to create one in order to lodge a new enquiry/booking. To begin, press '**New Artist Contact'**.

🏆 Pan & Ci Management System - 2/10/2009	
File Window Help	
🛯 🔄 New PAN Booking	
😫 New PAN Customer	5
🧱 New PAN Artist Contact	
🛅 New Pan Mailing Contact	
New Festival Organization Contact	
🔏 New Service Provider Contact	
🤗 New Private/Public Company Contact	
1 New Venue	
🚚 New Tertiary Contact	
📣 New Council Contact	
🔧 New Task	
🔏 New Hotel	
🔏 New Car Rental Company	
C Other	

Enter all details under each heading. It is important to collect all this information when making initial contact with the artist. Artist's will often have websites, YouTube videos, MySpace/Facebook/StarNow profiles which are excellent resources.. After completing the page, press '**Next'**.

* Name:	(Enter Name of the Artist	.g. Julia Valentini)	
Туре:	(Enter type of act, e.g. Con	temporary Dancer	
Phone:	(W)	(H)	
Fax:	(W)	(H)	
Mobile:			
Contact:	(If they have a manager)	Title/Position:	
Additional Conta	ct:		
Website:			
Email:			
Shared Artist?			



It is imperative that you enter at least the '**State**' in each the of the address categories. Once complete, press '**Next**' to take you to the next page.

Street:	
Suburb:	
State:	VIC 👻
Postcode:	
Country:	Australia
Postal Street:	
Postal Suburb:	
Postal State:	<u>VIC</u> +
Postal Postcode:	
Postal Country:	Australia

The 'Comment / Descripton' field is for all extra details.

Before entering any details, always date the comment in Y/M/D format follwed by your name. You then need to list all information, including the file path of the Artist's Folder on the server

comment/Description			
Additional comment/description			
110502 - Julia. Enter: - How did you come across this artist? - What was their performance like? - What was their work ethic like?			
C Back	Nexts	Finish	Cancel

(please see below for further instructions) . Press '**Finish**' to complete the contact file.

You will have now created an Artist Contact file on the PAN-Ci database.

You now need to create corresponding Artist data on the server.



#### On the server

This is the information we would send to the Publicist or Client prior to the event. It is intended to sell the artist, so please ensure the writing style and pictures selected show the artist in their most impressive light.

Go to PAN WORK Drive (Q drive) and select 'Artist Information'.



						-
Favorites	Name	Date modified	Туре	Size		
🔲 Desktop	📙 [TO BE ARCHIVED]	9/01/2012 10:01 AM	File folder			
🗼 Downloads	🍶 [TO BE FILED]	6/01/2012 11:44 PM	File folder			
Recent Places	JADMINISTRATION	16/01/2012 10:27	File folder			
	ARTIST INFORMATION	5/01/2012 7:21 PM	File folder		-	
Libraries	BOOKING ADMINISTRATION	16/01/2012 2:09 PM	File folder			
Documents	BOOKINGS CURRENT	16/01/2012 10:21	File folder			
🎝 Music	CURRENT EVENTS & PROJECTS	21/10/2011 1:03 PM	File folder			
🔤 Pictures	📕 CURRENT MULTIMEDIA	9/01/2012 11:08 AM	File folder			
Videos	CURRENT NON EVENT-PROJECT WORK	6/01/2012 8:10 PM	File folder			
	JARKETING	9/01/2012 10:27 AM	File folder			
Computer	PROPS-TENDERS-SUBMISSIONS	5/01/2012 9:11 PM	File folder			
	TENDERS	5/01/2012 7:20 PM	File folder			
Network	퉬 THE CROM - HIRE	21/11/2011 11:56	File folder			
	Copy of TP102407604_template1	26/09/2011 12:58	Microsoft Excel W	18 KB		



#### Select the state the artist is from.

Irganize 🔻 🛛 📜 Op	en New folder				800 -	1
Favorites	Name	Date modified	Туре	Size		
E Desktop	NSW Artist Information	25/10/2011 1:06 PM	File folder			
Downloads	NT Artist Infomation	14/04/2011 4:38 PM	File folder			
🔚 Recent Places	PERFORMERS	5/01/2012 6:22 PM	File folder			
	QLD Artist Information	22/11/2011 4:46 PM	File folder			
Libraries	SA Artist Information	22/11/2011 2:42 PM	File folder			
Documents	TAS Artist Infomation	11/05/2011 2:36 PM	File folder			
J Music	UC Artist Information	5/01/2012 6:10 PM	File folder		-	
E Pictures	퉬 Victorian Showcase	25/07/2011 10:40	File folder			
Videos	Discrete Artist Information	29/06/2011 8:53 AM	File folder			
	🔁 The Making of a Great Relationship	13/05/2011 12:57	Adobe Acrobat D	2,446 KB		
🖳 Computer						
🍹 Network						

Select the category or genre to which the artist belongs. If there is no appropriate category, please create a new file for that artist with their name and description of their work as the heading. E.g. "Leo Bonne – Fire twirler / Juggler"

Irganize 🔻 🛛 🛜 Ope	en New folder						
👉 Favorites	Name	Date modified	Туре	Size			^
Desktop	Actors- Actresses-Characters-Impersonat	22/07/2011 11:47	File folder				
🚺 Downloads	Artists	21/07/2011 3:38 PM	File folder				
强 Recent Places	Author	24/06/2010 12:30	File folder				
	Cabaret Acts-theatre	20/07/2011 8:57 AM	File folder				h
词 Libraries	Cartoonists and Caricaturists	24/06/2010 4:24 PM	File folder				
Documents	Choreographers	30/11/2011 11:52	File folder		-		
J Music	CHRISTMAS ENTERTAINMENT	31/05/2010 11:16	File folder				
E Pictures	🔒 Circus	26/10/2011 11:28	File folder				
Videos	🌗 Classical Western European	17/01/2011 9:50 AM	File folder				
	🐌 Comedians	4/04/2011 3:20 PM	File folder				
🖳 Computer	📕 Contemporary Music & Dance	28/07/2011 11:11	File folder			L	-
	🎉 Costume Hire	31/05/2010 11:13	File folder				
🙀 Network	Entertainment Companies	31/05/2011 11:54	File folder				
	🌗 Fortune Tellers	14/04/2011 2:42 PM	File folder				
	🍌 Fruit Carver	22/11/2011 9:49 AM	File folder				
	퉬 Kids entertainment	4/07/2011 9:19 AM	File folder				
	📕 Magic	16/01/2012 12:21	File folder				
	🔒 Martial Arts	31/05/2010 11:35	File folder				
	퉬 Maya Festival Performers	31/05/2010 11:36	File folder				
	MCc & Sneakers	30/05/2011 1-32 PM	File folder				Ŧ

In the file, you will need to include a brief, one-page biography of the artist. This must include prior work, relevant education, a description of their performance and 2-3 photos.



organize 🔻 🛛 New fol	der				8==	• 6	(
Favorites	Name	Date modified	Туре	Size			
E Desktop	📗 Emilio Ricciuti - Latin	30/11/2011 11:57	File folder				
\rm Downloads	📕 Henna Kaikula	31/05/2010 11:16	File folder				
🖳 Recent Places	🍌 Laura Levitus	31/05/2010 11:16	File folder				
	闄 Zteven Whittey	24/05/2011 10:22	File folder				
Computer Computer Computer Computer							

When formatting the biography, please ensure you use size 12, Arial font with 1.15 line spacing.

The photos should be tightly text wrapped with shadow borders.

Remember not to include any of the artist's contact details in this biography. Please also save in folder 2-3 images as jpegs.





Please copy and paste file path into '**Comments/Description**' section of the corresponding Artist Contact File on the PAN-Ci database.

Comment/Description	
Q:\ARTIST INFORMATION\VIC Artist Information\Choreographers\L Levitus	aura 🔺
	Ŧ

# 4. GENERATE LETTER OF AGREEMENT

Make sure that all your information is correct on the main page of the **PAN booking details** on the **PAN CI database**.

Then scroll down to the Program section and click onto the program and press 'Edit'.

Load in/Bump in time:								
PA/Sound Engineer provided:								
Programs								
Artist	Date	Time	Artist Cost	Extra Expense	Fee	PAN Profit	Add	
Gypsy Storm (Gypsy Fire) / Romana Geermana (NOT SHARED)	2012-02-09	7:00pm - 11:00pm	1000.00	0.00	2200.00	1000.00	Edit	4
							Delete	
Venue								
Name: Peppers Torquay, 2 The Sands Boulevard, Torquay							▼ Search	
Notes								
Timestamp Desc By							Add	
							Edit	

You must look through each section carefully to make sure all the details have been entered and are correct.



P <b>an Program</b> Fields marked with	in asterisk * are required.		
* Artist:	Gypsy Storm (Gypsy Fire) / Romana Geermana	•	Search.,
Artist Label	Romana Geermana		
Date	2012-02-09		
Arrival Time:	6:00pm		
Time:	7:00pm - 11:00pm		
Duration:	5hr call with 4hr performance, interspersed thro	oughout speeches	
Costume/Dress:	As per Romana Geermana		
Fee(Before GST):	2000.00	Fee(After GST):	2200.00
Artist Cost:	1000.00		
Extra <mark>Expense</mark> :	0.00		
PAN Profit:	1000.00		
Tech Requirement:	This booking is for ROMANA GEERMANA to pe	erform throughout the eve	ning from 7:00pm to 11:00pm
Further Notes:	Please sign and return this Artist Confirmation	Form to Julia Valentini by N	Monday 23rd January 2012. P(
			Finish Cancel

Press 'Finish' when complete. If you have made changes, press 'Save' and exit from database and re-open and login in order for changes to be activated in agreements.

Click on 'Letter of Agreement' which is underlined at the top of your page

	🔄 *PAN Booking - PAN7276 🛛					
]	PAN Booking Details -					
	Last Updated: 120116 09:40:19, Mon					
	Letter of Agreement	Letter of Agreement				
	Letter of Agreement - Fascimile Cove	<u>r Sheet</u>				
	Artist Confirmation Letter ALL, Gypsy	Artist Confirmation Letter ALL, Gypsy Storm (Gypsy Fire) / Romana Geermana				
	General					
	ID:	PAN7276				
	Status:	Enquiries 🗸				
	Enquiry Date:	2012-01-13				
2	Confirmation Sent Date:	2012-01-16				
	Confirmation Received Date:					
	Туре:	🔘 Festival 💿 Corporate 🔘 Private 🔘 Government 🔘 Other				
	Event Type:	Corporate Event				



The below page will appear. To view the Letter of Agreement, select **vic\_evt\_et** and then press '**Export PDF**'.

Persmeter	
Personation ranked with "are required           ↓ Output           ↓ Address; "           ↓ Address; "           ↓ Output           ↓ Address; "           ↓ Output           ↓ Booking (0)           ↓ 7276	

Double check all information is correct in the Letter of Agreement and that the fields include the specific information. If not you will have to go back into **Program** and adjust accordingly.

For these changes to be present on the Letter of Agreement, you will need to close PAN-CI and login again.

When all is correct, print off one hard copy and save one to file on the server.



Create a new folder in Q:\BOOKINGS CURRENT.

ganize 🔻 🛛 New fol	der				)EE 🔻	
Favorites	Name	Date modified	Туре	Size		
Desktop	🍌 120123 - (7251) Sunshine Marketplace - C	8/12/2011 4:59 PM	File folder			
📕 Downloads	🌗 120209 - (7276) Karl Storz - Romana Geer	16/01/2012 2:54 PM	File folder			
Recent Places	🍌 120221 - (7223) La Trobe Uni - Grupo Mu	18/11/2011 3:04 PM	File folder			
	🍌 120418-(6742) MCVB	1/07/2011 2:52 PM	File folder			
Libraries	J PENDING	23/12/2011 4:34 PM	File folder			
Documents						
🎝 Music						
Pictures						
Videos						
Computer						

The title should read – Year / Month / Date – (JOB NO) CLIENT – Artist.

E.g. 110626 - (7565) TOYOTA - Bollywood.

In this file should be a copy of the Letter of Agreement, Artist Confirmation Form and Invoice.



# 5. REQUEST INVOICE FROM ACCOUNTS

Once you have created the Letter of Agreement, you must request an invoice for the first 50% of the amount. All PAN events charge an initial non-refundable deposit of 50% of the total fee. This deposit must be paid prior to the event. The balance is to be charged within 10 working days of the event. For bookings with less than a one month lead time, or for new clients, the whole amount will be charged upon receipt of agreement.

This initial invoice is to be sent to the client by you alongside the Letter of Agreement. The final invoice will be sent by the accounts department directly.

To receive this invoice from the accounts departments, copy and paste the key details from the Letter of Agreement and email to <u>accounts@paninternational.com.au</u>.

QUITY 173 0	🔮 105% • : 🖂 🔛 Find •	JIN AL
	LETTER OF AGREEMENT	
	ABN 96089913075	
Please note, your booking	and artists cannot be confirmed until a signed agreement and deposit is received by our office.	
This quote is only valid for	iouneen (14) days.	
JOB No:	PAN7276	
Client:	Karl Storz Endoscopy	
Date of Agreement:	16 January, 2012	
CLIENT CONTACT:	Sharlene Rainford	
ADDRESS:	15 Orion Road Lane Cove NSW 2066	
PHONE:	02 9490 6729	
FAX:	02 9420 0695	
EMAIL:		
-		
PROGRAM:	Romana Geermana	
DATE:	9 February 2012	

Include the subject heading:

"Please raise invoice – PAN Job Number – Amount to be invoiced" See image below.



Jun -						
	90 - +					
File	Message	Insert Options Format Text Review	۵ (			
Paste	✗ Cut ia Copy ✓ Format Paint in topoard	Calibri          • 11          • A* A* I = + I= + P         • P         • P         • P				
1	From *	Exchange				
Send	То	Pooja Harischandra;				
	Cc					
-	Subject:	Please raise invoice - PAN 7276 - \$1,100.00				
Pleas JOB I Client Date CLIE ADDF PHON FAX: EMAII PROC DATE ARRIN PERF VENU SUBT EXTR TOTA	Subject       Prease raise invoice for the following job. Please send to me not directly to the client.         JOB No: PAN7276       Client: Kail Storz Endoscopy         Date of Agreement: 16 January, 2012       CLIENT CONTACT: Sharlene Rainford         ADDRE SS: 15 Orion Road Lane Cove NSW 2066       PHONE: 02 9490 6729         FAX: 02 9420 0695       EMAIL:         PROGRAM: Romana Geermana       DATE: 9 February 2012         DATE: 9 February 2012       ARRIVAL TIME: 6:00pm         PERFORMANCE TIME: 7:00pm - 11:00pm       YENUE: Peppers Torquay, 2 The Sands Boulevard, Torquay         SUBJECT       SUBJECT         PERFORMANCE TIME: 5:0:00 (including GST)       EXTRA COST: 50:00 (including GST)         TOTAL FEE: 52:200.00 (including GST)       TOTAL FEE: 52:200.00 (including GST)					
Regal Julia Events Cultu 138 C p: (03	rds Valentini Cult ral Infusion Lt romwell St, Co 9412 6666 f:	tural Infusion td ollingwood VIC 3066 <mark>postal:</mark> PO Box 218 Abbotsford VIC 3067 + 61 3 9412 6667 e: Julia.V@culturalinfusion.org.au w: www.culturalinfusion.org.au				
0	See more about:	: Pooja Harischandra.	2			

It is always recommended to double check the invoice once you've received it. Once you are happy with both documents, please send to the client according to following signature. Remember to save copies of the Letter of Agreement and the Invoice on the server.

### Letter of Agreement Signature

Dear <Client's Name>

It is great to be providing our fabulous entertainers for this event.

Please find attached your booking details for <DATE>.

I have also attached an invoice for a non-refundable deposit of 50% of the balance.

Please note that we cannot confirm your artists until we have received both the signed agreement and the deposit.

Should you need to contact us for any reason, please call our office during business hours on **03 9412 6600** or via 24 hour service on **<your mobile number>**.

I would like to take this opportunity to wish you all the best for a most successful and memorable event for you and your guests.

### Kind Regards,

#### <Name>

<Title> <Mobile Number>



# 6. RECEIVED SIGNED LETTER OF AGREEMENT

Once you have received the signed Letter of Agreement back from the client, double check whether or not they have filled in the Credit card details or accounts payable details on the agreement and forward this to the Accounts Department.

Also check to see if they have manually changed or updated anything on the agreement, such as timings, costumes, or anything of the sort.

If they have made changes, make sure that you adjust the corresponding field in **Program** accordingly on the PAN-CI System.

Print out a copy of the signed Letter of Agreement and file into manila file for desk. Also save a copy on the server.

Please remember to change the **Status** of the booking on the PAN-CI database.

📔 *PAN Booking - PAN7276 🛛			邁 PAN Artist Conta	cts 🛛		
PAN Booking Details	-	dancer				
Last Updated: 120116 09:40:19, M	on		Name	State	Style/0	
Letter of Agreement		Capricornia Danc	QLD	Dance		
Letter of Agreement - Fascimile (		Cara Tunstall	VIC	Dance		
Artist Confirmation Letter ALL G		dancer	VIC	Russia		
And Communication Period	<u>ypsy storm (oypsy mer / Komana ocemiana</u>		Dancers	QLD		
General			dancers	VIC	Russia	
ID:	PAN7276	=	Dancers	VIC	Russia	
Status:	Confirmed		Dancers Edge	VIC	Dance	
5 · D ·	Awaiting Confirmation		Emma Valano	Mit	e	
Enquiry Date:	Confirmed				=	
Confirmation Sent Date:	Cancelled					
	Unlikely				-	
Confirmation Received Date:				10		
Туре:	💿 Festival 🔘 Corporate 💿 Private 💿 Government 💿 Other		Leon Gillette	MC	Dance	
Event Type:	Corporate Event	-	Rosemary sims	VIC	Dance	
Estimate:	0.00					
Quoted:	0.00					
Subtotal Fee:	2200.00					

# 7. BOOKING ARTISTS FOR THE EVENT

You must first look up the artist's name or type of artist in the PAN-CI database.

Their file should have the contact details and also a link to their profile saved on the server. It is recommended to check their booking history and also do a quick Google search of the artist to make sure they are of appropriate quality and still performing.

As the database is so expansive sometimes artists listed either do not perform anymore or have actually never performed for a PAN gig.



🎩 PAN Artist Conta	octs 🖂			
dancer				Ŧ
Name	State	Style/Country	Category	
Capricornia Danc	QLD	Dancers - al		
Cara Tunstall	VIC	Dancer and		
dancer	VIC	Russia	worldg	
Dancers	QLD			
Dancers	VIC	Russia	worldg	
dancers	VIC	Russian	worldg	
Dancers Edge	VIC	Dance - Ge	worldg	
Emma Vaiano	VIC	Dancer/ Act		

Once you are convinced that they are the right sort of artist, telephone the artist and discuss the details of the job and the budget you have allocated.

If you feel unsure of the artist, do not hesitate to ask them to send more recent photographs or any videos or mp3's of recent work.

Once they have agreed to perform for the event, prepare and send them an Artist Confirmation Form.

## 8. PREPARING ARTIST CONFIRMATION FORM

Open up the PAN-CI database and go to the PAN booking by searching for the client's company name in the **PAN Bookings** tab.

File Wind	low Help				
📑 🚽 🛛	1 4				
D 🖽 😫	🗄 Pan				
🗾 PAN Bo	ookings 🖾 🏼 P/	AN Reports			- 6
anz			▼ Al	1	Ŧ
ID	1st GIG Date	Customer	State	Venue	
PAN2762	2008-03-29	ANZ - Brimba	VIC	ANZ - Bri	mbank
hand a shore the second					

Scroll down to the Program section of the PAN Booking and press 'Edit'

Programs						
Artist	Date	Time	Artist Cost	Extra Expense	Fee	PAN Profit
	2012-02-09	7:00pm - 11:00pm	1000.00	0.00	2200.00	1000.00



Fee PAN Profit 2200.00 1000.00

Search for the Artist's name and select the Artist that will be performing. If you are using a new Artist, you will need to create a new Artist contact for them before you can complete the Artist Confirmation Form.

Pan & Ci Manag	gement System - 07/08/2011	Carring Street Married	and the second
File Window H	lelp		
	s		
₩ New Pan Prog	jram		
Pan Program			
Fields marked wi	ith an asterisk * are required.		
* Artist:	Gypsy Storm (Gypsy Fire) / Romana Geermana	•	Search
Artist Label	Romana Geermana		
Date	2012-02-09		1
Date			J
Arrival Time:	6:00pm		J

Double check that all details are correct and have been updated since the last time you opened the file. In particular, remember to check the **Arrival Time**, **Further Notes**, and **Tech Notes**.

Press Finish when you are done.

#### **REMEMBER TO PRESS SAVE!**

Then close out of PAN-CI and then login again. The changes will now be saved on the Artist Confirmation Form.

To view the Artist Confirmation Form, go to the top of the screen and select the Artist's name. It will be blue and underlined and placed next to the heading 'Artist Confirmation Letter'.

Pan & Ci Management System - 07/08/2011		Million and Song Read West Read Town			
File Window Help					
1 📬 🗝 🛛 🔤 🗠					
🖹 🖪 CI 📰 Pan					
PAN Bookings 🛛 PAN Reports 🗖 🗖	🗐 *PAN Booking - PAN7276 🔀	1			
karl • All • PAN Booking Details -					
ID 1st GIG Date Customer	Last Updated: 120116 09:40:19, N	Mon			
PAN7276 2012-02-09 Karl Storz Endo	Letter of Agreement				
	Letter of Agreement - Fascimile	Cover Sheet			
	A stick Constituted at the ALL				
	Artist Commation Letter ALL, G	<u>Gypsy Storm (Gypsy Fire) / Romana Geermana</u>			
	General				
× >	ID:	PAN7276			
🤏 PAN Customer List 🛛 🗌 🗖	Status:	Enquiries			
•	Enquiry Date:	2012-01-13			
Name State	Confirmation Sent Date:	2012-01-16			

You will then need to export the Artist Confirmation Form, as you did for the Letter of Agreement.



	Parameter 🔀	
	Parameters marked with " are required. () Company Key:	
	evt .	
	V Address."	
	() Contact:	
	Phone: 61 (0)3 9412 6600 Toll Free: 1300 126 144	
	7276	
	() Staff Name:	
	Julia Valentini	
	<u> </u>	
	OK Cancel	
down the CTRL and hit F to	bring up the search window	
iew Export PDF vic_evt_e		



Double check all information and confirm that the information is clear and correct. If you are happy, then print out a copy for your manila file and save a copy on the server in the booking file.



Then email the artist the Artist Confirmation Form with the below email template.

### Email Artist Confirmation Template

Hi <Artist's name> Please find attached your booking details for <DATE>.

EVENT: <Name of event> ARRIVAL TIME: <Time they need to be there> ONSITE CONTACT: <The name & mobile number of person they need to report to> CREATIVE BRIEF: <What are they going to be doing and when and where> COSTUME: <What do they wear? And who's supplying it?> PARKING: <Where do they park? Do they need a ticket? Who will pay for it> BUDGET: <What is the agreed fee that we will pay them?>

The agreement must be signed and returned either via fax, email or post with 72 hours of receipt. Your participation in this function cannot be confirmed until this agreement is received by our office.

Should you need to contact us for any reason, please call our office during business hours on 03 9412 6600 or via 24 hour service on <YOUR MOBILE>.

I would like to take this opportunity to thank you for working with us and we look forward to hearing from our client as to the results of the event.

Many thanks; I look forward to working with you again soon!

### Kind Regards,

# <Your Name>

<Your Title> <Your Mobile>

## 9. FINAL CONFIRMATIONS

Approximately two weeks out from the event, you should double check with accounts to see if the deposit has been paid by the client.

If the deposit has not been paid, send the client a polite reminder email asking when we should expect payment. It is also good at this point to remind them that they will be receiving another invoice for the final 50% in the next two weeks.

Either way you should also request confirmation of the following details:

- o Onsite contact's name and mobile number,
- Parking details for the artist,
- Change room location,
- o Meals and refreshments (if applicable),
- o Technical requirements, and
- Running order or worksheet for the event.

Once you have all these details, please forward onto to the Artist.

One week out, you should call the Artist to confirm they have received all the information that you have sent. Please note, that if they emailed a confirmation of receipt, a phone call may not be necessary. This is at the discretion of the PAN Representative.



## **10. POST EVENT PROCEDURE**

Once the event has been completed, contact the client requesting feedback and photographs from the evening.

Save these photos and feedback in the Artist's file on the server and also save a '**Note'** on the server summarising the feedback and indicating where photos can be found. Pass on all feedback and photos to the artist.

## 11. NEGATIVE FEEDBACK

If the feedback is negative, ensure that you apologise sincerely to the client and thank them for letting you know and ensure that you will approach the topic with the artist.

Address the topic with the artist, ensuring that you get the complete story before reprimanding them.

Depending on the severity of the criticism, you may feel that offering the client a discount on the fee would be appropriate, however, discuss this with Lela McGregor, Director of Programming & Events.

Additionally, you may feel it would also be appropriate to not pay the artist the full amount; however, this also needs to be discussed with Lela McGregor.



# 12. BOOKING PROCESS OVERVIEW

The below diagram describes the process and steps involved to successfully make an entertainment booking.





# 13. TELEPHONE SKILLS AND SCRIPT

**Night mode,** at the beginning and end of each day, turn the phone on/off by pressing 'Night' followed by '9 8 7 6 5 4 3 2'.

To answer a call, pick up the receiver and press the 'Green Speaker' button.

To end the call, hang up the receiver and press the 'Orange Receiver and Triangle' button.

**To make an external call,** pick up the receiver, press the corresponding button to '**PAN**' or '**CI**' (depending on who you are calling on behalf) followed by the '**Green Speaker**' button. You can then dial the phone number.

**To transfer a call**, press the corresponding button to '**Hold**' and type in the letters of the name of whom you wish to transfer the call to. E.g. 'S T E' to transfer to Steph. When the other person answers the call, the word 'Transfer' will appear on the screen. You will need to press the corresponding button to put through the call.

To return to a call, press the 'Arrow' button at the top right hand side.

**To make an internal call**, simply pick up the receiver and dial in the letters of that person's name as above.

**To select an option**, press '##' and then enter the number of the option you wish to select. This will allow you to enter as many options as needed for the duration of that phone call.

## REMEMBER TO ANSWER THE PHONE WITHIN THREE RINGS.

The script for the telephone is as follows:

"Good Morning/Afternoon, PAN and Cultural Infusion, this is <insert name here>" Before transferring the call, make sure you know the following:

- What is their name?
- Where are they calling from?
- What is the call in regard to?



# **APPENDIX 1: PAYMENT DETAILS**

**PAYMENT**: Payment can be made by either a cheque or direct debit made out to PAN International. Upon receipt of confirmation, a non-refundable deposit of 50% will be invoiced to your company. The balance will be charged within 10 working days of the event. Your artist/s and the proposed program will not be guaranteed until the initial deposit is paid. An account may be arranged once multiple events/bookings have taken place through PAN International.

### **PAYMENT DETAILS:**

Cheque: Please make cheque payable to PAN International.

#### Direct Debit:

Account Name: PAN International BSB: 013 275 Account Number: 494 366 749 Please send remittance advice to <u>accounts@paninternational.com.au</u>.

### Credit Card:

Please note, we only accept Visa or MasterCard transactions and a 3.5% credit card surcharge will be applicable.

Name: ..... Credit Card Number: ..... Exp: .... CCV: ....



# **APPENDIX 2: ENQUIRY FORM**

\_\_\_\_\_



# **APPENDIX 3: PAN EMAIL SIGNATURE**

For the following signatures, you may copy and paste from the following location: Q:\ADMINISTRATION\HUMAN RESOURCES & TRAINING\Email Signatures\Julia

### Kind Regards,

<Name> <Title> <Mobile Number>



creative event design \* event management \* unique talent

138 Cromwell Street Collingwood VIC 3066 Postal : PO Box 218 Abbotsford 3067 Australia

p: +61 3 9412 6600

- f: +61 3 9412 6667
- e: <EMAIL ADDRESS>
- w: www.paninternational.com.au

Please consider the environment before printing this email, or when using technology. Check your settings and switch off when you can.

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.



# **APPENDIX 4: PAN REPLY EMAIL SIGNATURE**

### Kind Regards,

### <Name>

<Title> <Mobile Number>

### 138 Cromwell Street Collingwood VIC 3066 Postal : PO Box 218 Abbotsford 3067 Australia

p: +61 3 9412 6600

f: +61 3 9412 6667

e: <EMAIL ADDRESS>

w: www.paninternational.com.au

Please consider the environment before printing this email, or when using technology. Check your settings and switch off when you can.



# **APPRENDIX 5: QUOTING EMAIL SIGNATURE**

Dear <Client's name>,

Thank you for your time on the phone the other day and for giving us the opportunity to quote. As promised here are some options for upcoming event!

EVENT: <TITLE OF EVENT> CLIENT: <CLIENT'S COMPANY> DATE: <DATE OF EVENT> LOCATION: <VENUE>

ACT #1: <TYPE OF PERFORMANCE > <INSERT PIC HERE> Act: <Number Performers to Perform> Fee: <Quoted Fee + GST> Duration: <Length of call time with number and length of performances>.

Please be aware that we do not 'hold' artists. To make sure you don't miss out, please let me know if you would like to proceed as soon as possible so that I may send you a Letter of Agreement, which you must sign and return to our office. Without this agreement I cannot book your artists.

Upon receipt of this agreement, you will be issued with an invoice for a non-refundable deposit of 50%, which needs to be paid within seven working days. The balance will be charged ten days prior to the event.

If you have any questions or concerns, please do not hesitate to contact me on 9412 6600 or at <insert email address>.

#### Kind Regards,

<Name> <Title> <Mobile Number>



creative event design \* event management \* unique talent

138 Cromwell Street Collingwood VIC 3066 Postal : PO Box 218 Abbotsford 3067 Australia

p: +61 3 9412 6600

f: +61 3 9412 6667

e: <EMAIL ADDRESS>

w: www.paninternational.com.au

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# **APPENDIX 6: LETTER OF AGREEMENT EMAIL SIGNATURE**

Dear <Client's Name>

It is great to be providing our fabulous entertainers for this event.

Please find attached your booking details for <DATE>.

I have also attached an invoice for a non-refundable deposit of 50% of the balance.

Please note that we cannot confirm your artists until we have received both the signed agreement and the deposit.

Should you need to contact us for any reason, please call our office during business hours on **03 9412 6600** or via 24 hour service on **<your mobile number>**.

I would like to take this opportunity to wish you all the best for a most successful and memorable event for you and your guests.

### Kind Regards,

<Name> <Title> <Mobile Number>



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# **APPENDIX 7: ARTIST CONFIRMATION FORM EMAIL SIGNATURE**

Hi <Artist's name> Please find attached your booking details for <DATE>.

EVENT: <Name of event> ARRIVAL TIME: <Time they need to be there> ONSITE CONTACT: <The name & mobile number of person they need to report to> CREATIVE BRIEF: <What are they going to be doing and when and where> COSTUME: <What do they wear? And who's supplying it?> PARKING: <Where do they park? Do they need a ticket? Who will pay for it> BUDGET: <What is the agreed fee that we will pay them?>

The agreement must be signed and returned either via fax, email or post with 72 hours of receipt. Your participation in this function cannot be confirmed until this agreement is received by our office.

Should you need to contact us for any reason, please call our office during business hours on 03 9412 6600 or via 24 hour service on <YOUR MOBILE>.

I would like to take this opportunity to thank you for working with us and we look forward to hearing from our client as to the results of the event.

Many thanks; I look forward to working with you again soon!

### Kind Regards,

<**Your Name>**<**Your Title>**<**Your Mobile>** 



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