

PAN INTERNATIONAL
Booking Process &
Event Management

FOR
DUMMIES



Compiled by Julia Valentini

November 2011

CONTENTS

INTRODUCTION	3
1. TAKE AN ENQUIRY	4
2. PREPARE THE QUOTE	4
a. Determine the Price.....	4
b. Prepare the Quote.....	5
c. Email Proposal Template	6
d. Filing quotes.....	8
3. ENTER ENQUIRY INTO THE PAN-CI DATABASE	9
a. How to lodge an enquiry into the database?.....	9
b. How to create a new customer contact?	16
c. How to create a new artist contact?.....	18
4. GENERATE LETTER OF AGREEMENT	23
5. REQUEST INVOICE FROM ACCOUNTS.....	26
6. RECEIVED SIGNED LETTER OF AGREEMENT	28
7. BOOKING ARTISTS FOR THE EVENT.....	28
8. PREPARING ARTIST CONFIRMATION FORM.....	29
9. FINAL CONFIRMATIONS.....	32
10. POST EVENT PROCEDURE	33
11. NEGATIVE FEEDBACK	33
12. BOOKING PROCESS OVERVIEW	34
13. TELEPHONE SKILLS AND SCRIPT	35
APPENDIX 1: PAYMENT DETAILS	36
APPENDIX 2: ENQUIRY FORM	37
APPENDIX 3: PAN EMAIL SIGNATURE	38
APPENDIX 4: PAN REPLY EMAIL SIGNATURE	39
APPENDIX 5: QUOTING EMAIL SIGNATURE.....	40
APPENDIX 6: LETTER OF AGREEMENT EMAIL SIGNATURE	42
APPENDIX 7: ARTIST CONFIRMATION FORM EMAIL SIGNATURE.....	43

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.

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:

- 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 than 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 hour
 X 4 = \$1,100.00
 X 2.2 = \$2,420.00

Quoted Fee: \$2,400.00 + GST

REMEMBER WE ALWAYS QUOTE PLUS GST.

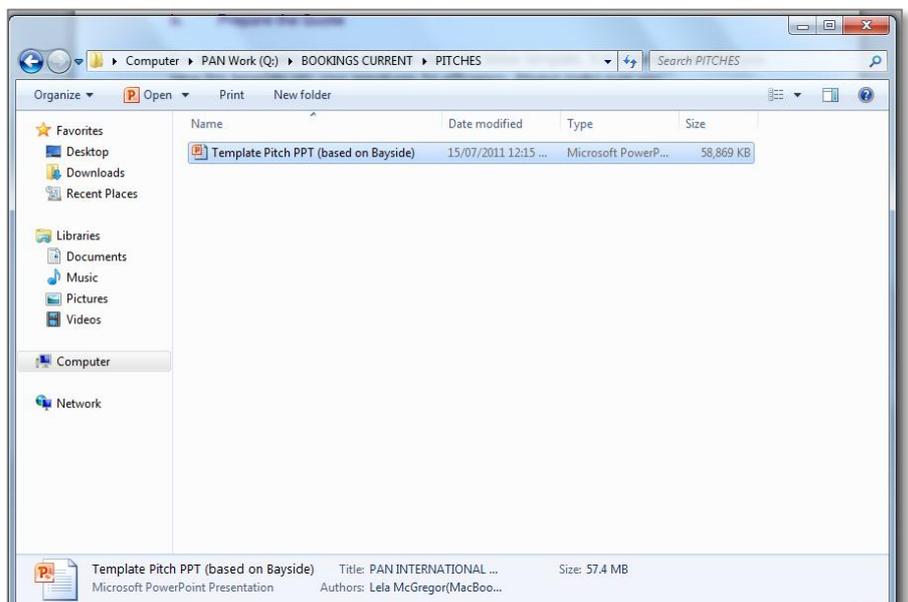
If for an extensive entertainment package with more than six call outs also add an additional 20% management fee.

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



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
 - i. Schedule
 - ii. Any key technical needs
11. 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>.

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: 16TH FEBRUARY 2012
LOCATION: BALLARAT PLAZA

ACT #1: CHINESE ACROBATICS & DANCE PERFORMANCE



Act: Chinese Acrobats & Dance Performance (up to 10 performers)
Fee: \$2,500.00 + GST
Duration: 3hr call with 2 x 30mins performances.
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.

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:

- Date – Client – 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 ELLISON	WIRELESS	28 TH JULY 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.

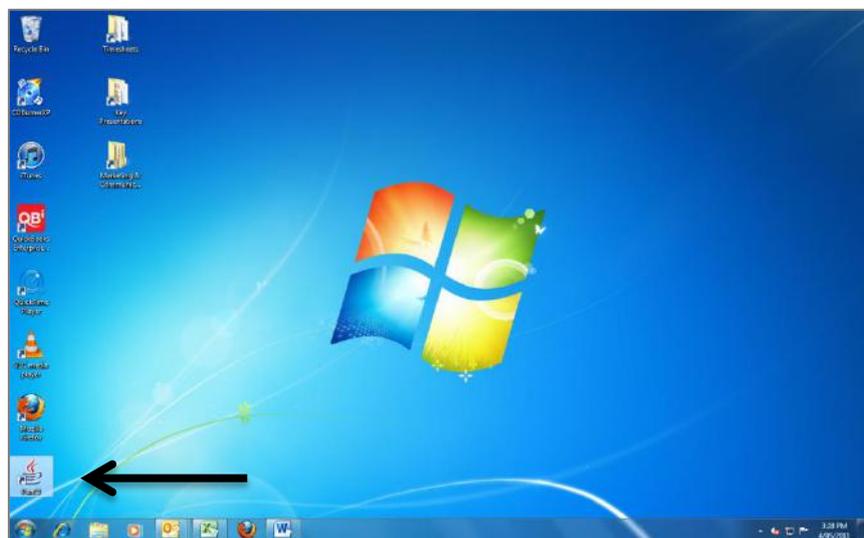
The key procedures that you will need to know how to do when working with the PAN/CI Database are the following:

- 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?

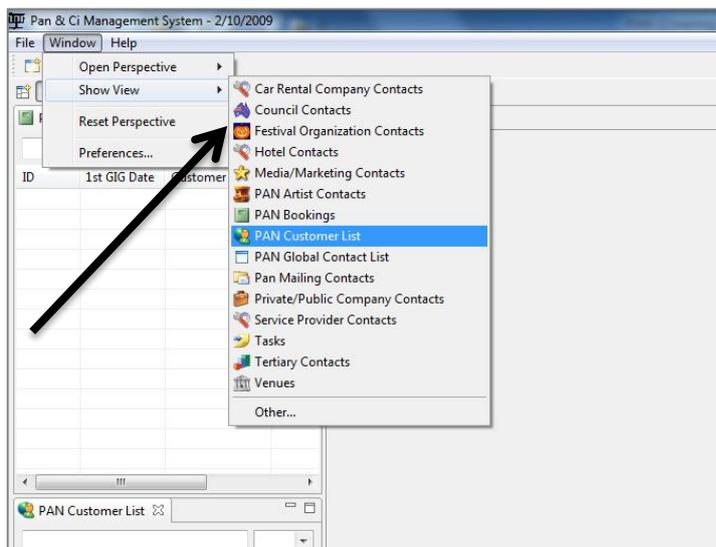
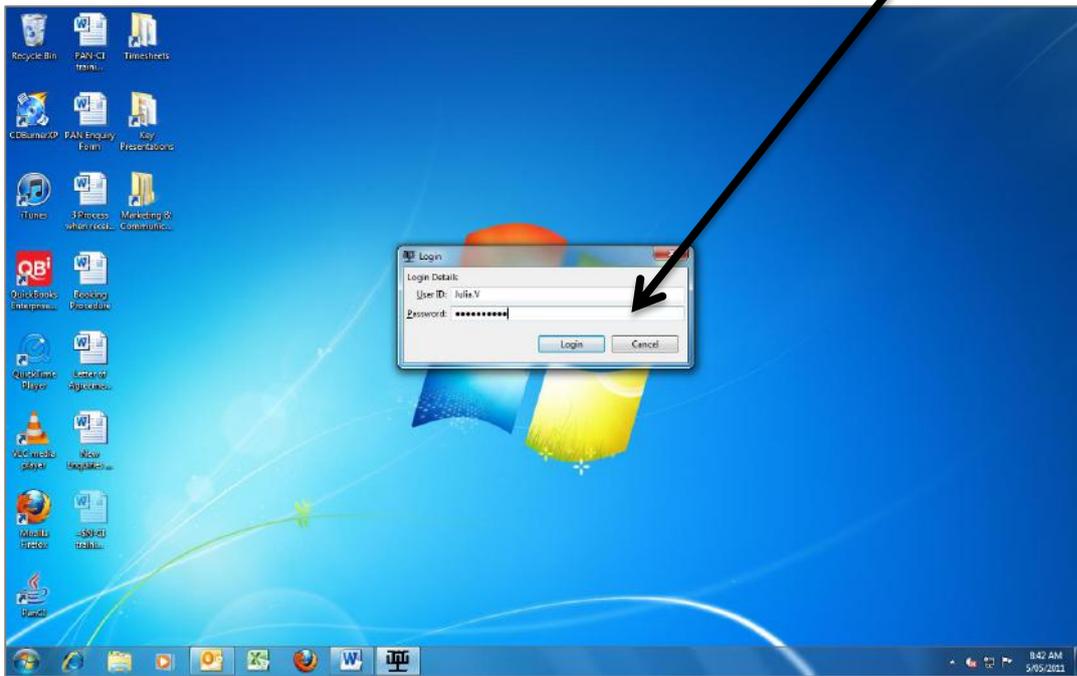
a. How to lodge an enquiry into the database?

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.



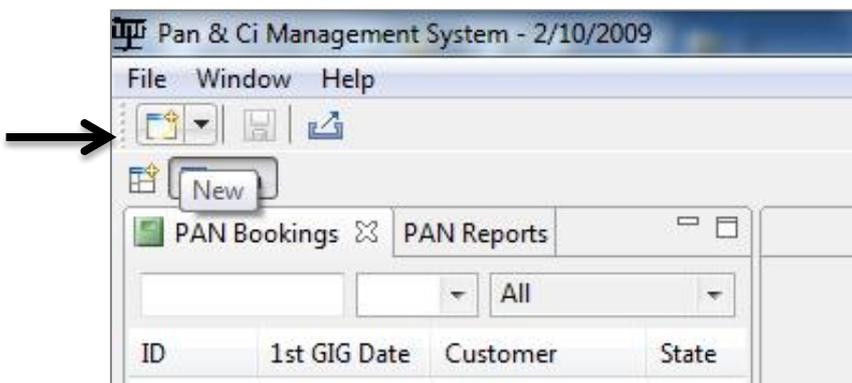
Open Pan-Ci and type in your User name and Password and then Log-in.



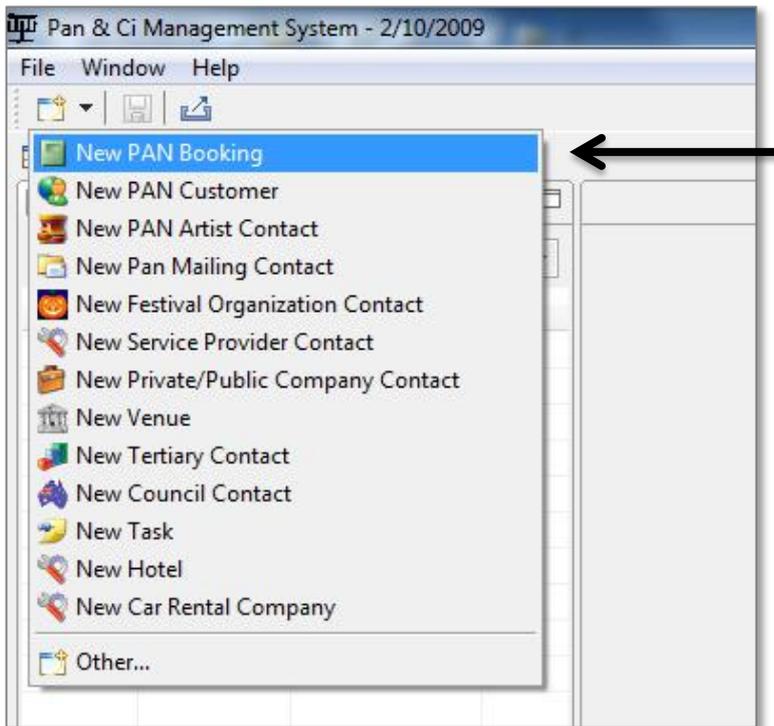
Under 'Window' and then 'Show View' you will be able to open the necessary search windows; PAN Customer List, PAN Artist Contacts and PAN Bookings.

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**.

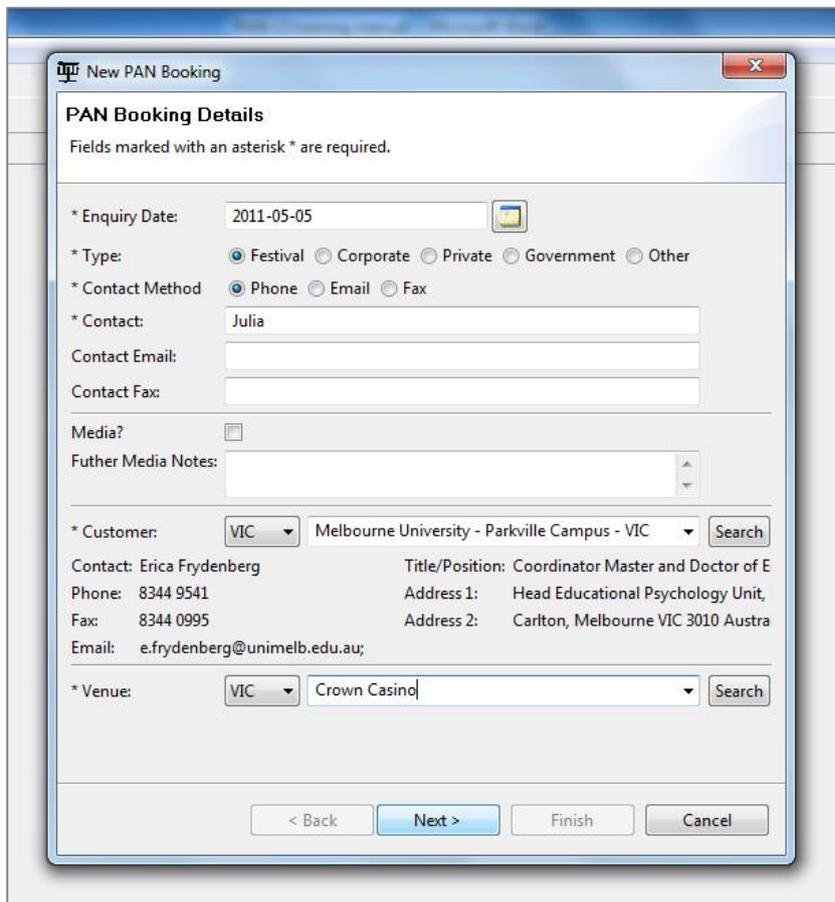
Once you have confirmed that you have a contact file for each of your Client and Artist, you will be able to create an enquiry.



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.



The 'New PAN Booking' window displays the following details:

- PAN Booking Details**
Fields marked with an asterisk * are required.
- * Enquiry Date: 2011-05-05
- * Type: Festival Corporate Private Government Other
- * Contact Method: Phone Email Fax
- * Contact: Julia
- Contact Email: [Empty field]
- Contact Fax: [Empty field]
- Media?
- Futher Media Notes: [Empty text area]
- * Customer: VIC | Melbourne University - Parkville Campus - VIC | Search
- Contact: Erica Frydenberg | Title/Position: Coordinator Master and Doctor of E
- Phone: 8344 9541 | Address 1: Head Educational Psychology Unit,
- Fax: 8344 0995 | Address 2: Carlton, Melbourne VIC 3010 Austra
- Email: e.frydenberg@unimelb.edu.au;
- * Venue: VIC | Crown Casino | Search

Navigation buttons at the bottom: < Back, Next >, Finish, 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.

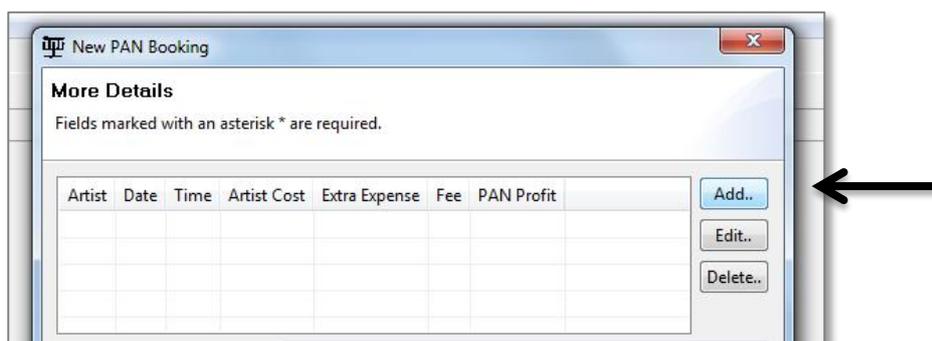
Contact Fax – Fill in number if received.

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**’)

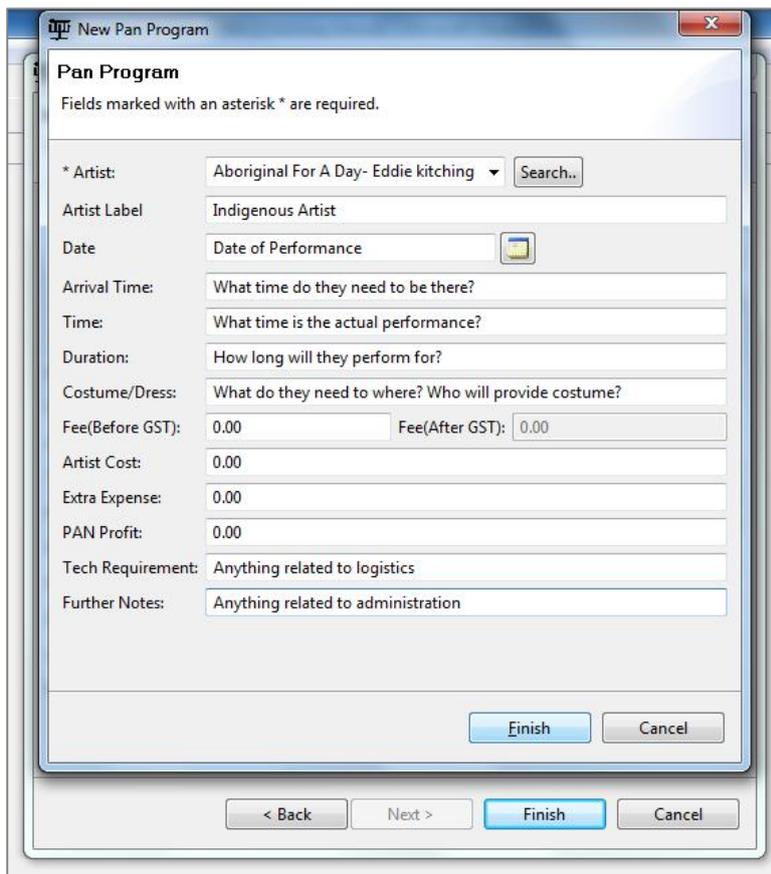
Venue – Click onto the arrow button and select which ‘**State**’ required, then go to the following box and write down the name of the Venue. **Do not press ‘Search’, just type it out.**



Artist	Date	Time	Artist Cost	Extra Expense	Fee	PAN Profit

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 – 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].

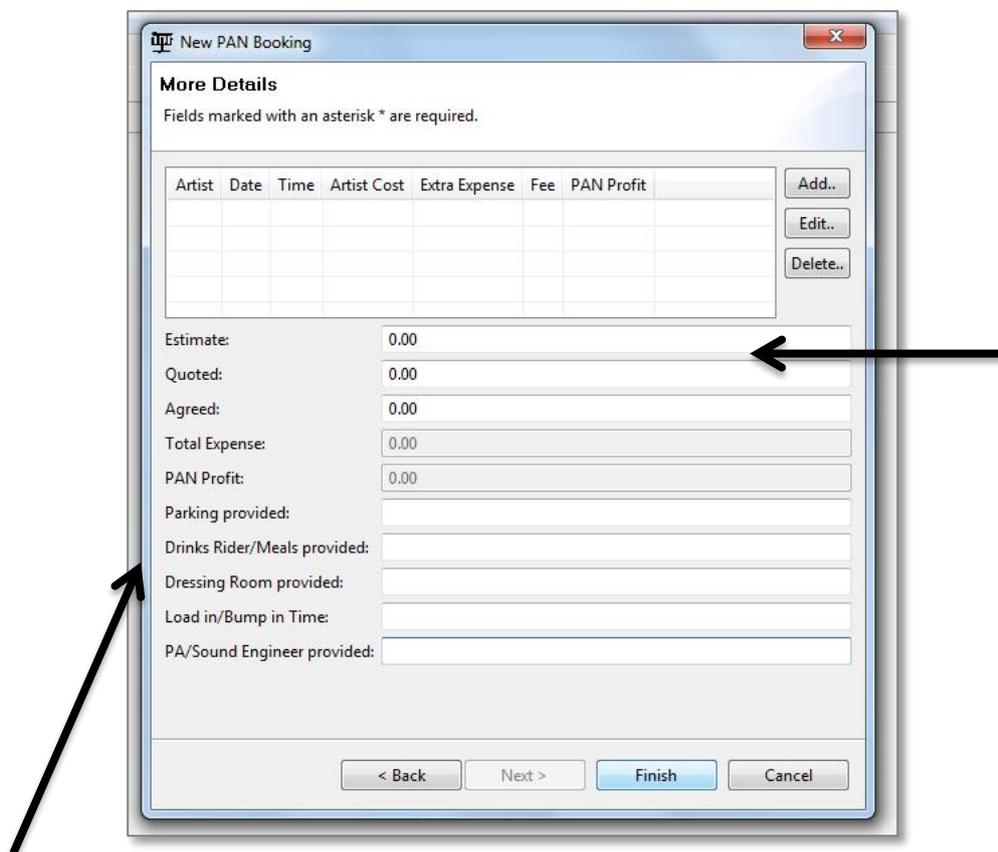
In case of emergency or running late, please contact [your name] on [your mobile number].

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.

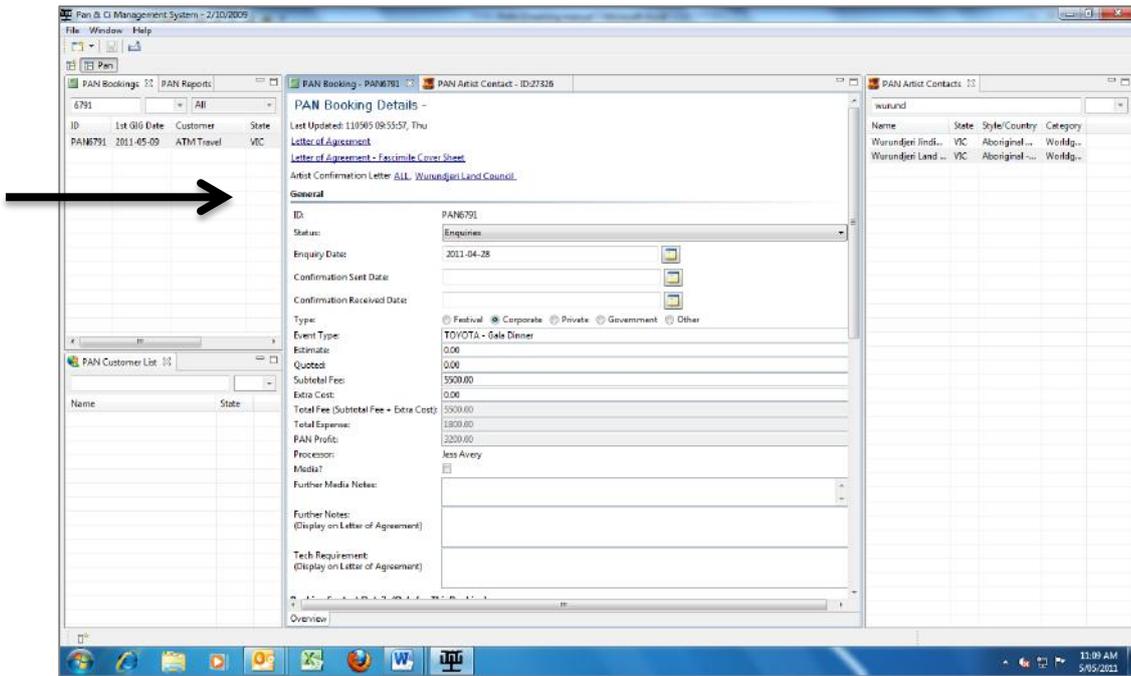


These extra details are all items that have to be provided by the client. Please list the specifics of each heading, once you have them, which will not be until the booking is confirmed.

Press ‘Finish’ when complete.

REMEMBER TO PRESS SAVE!

This will take you back to the main page.



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:

- Parking,
- 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

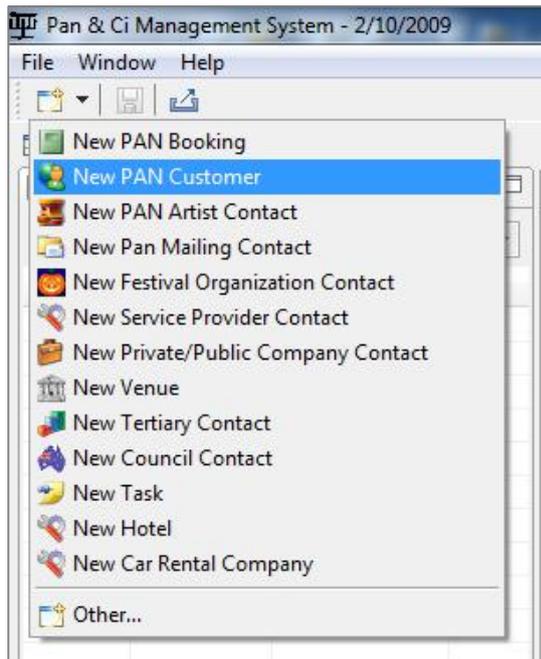
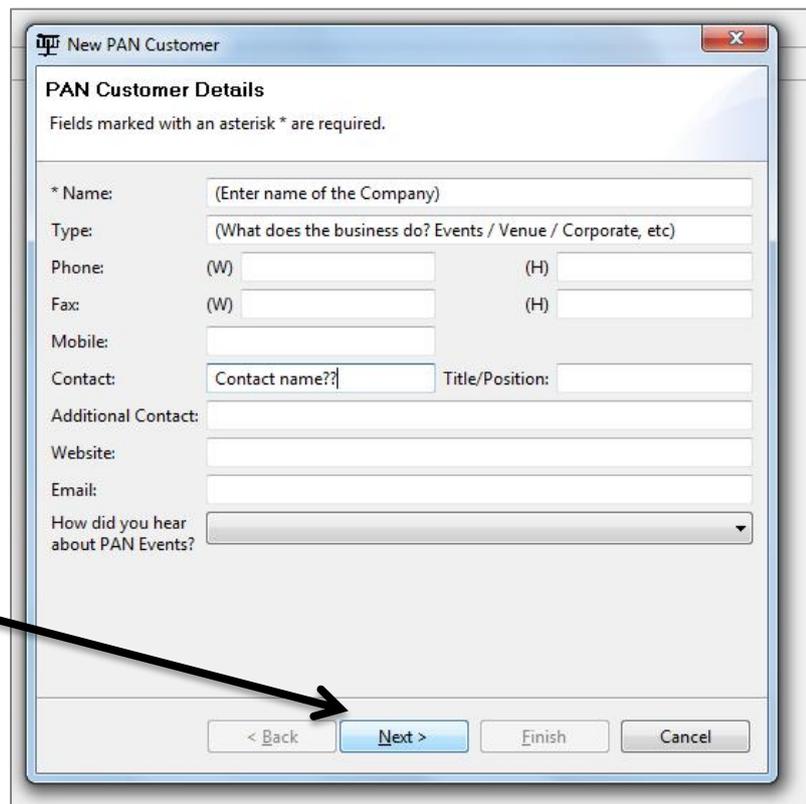
date so that your management and colleagues can follow what has and hasn't been done on each project.

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**'.

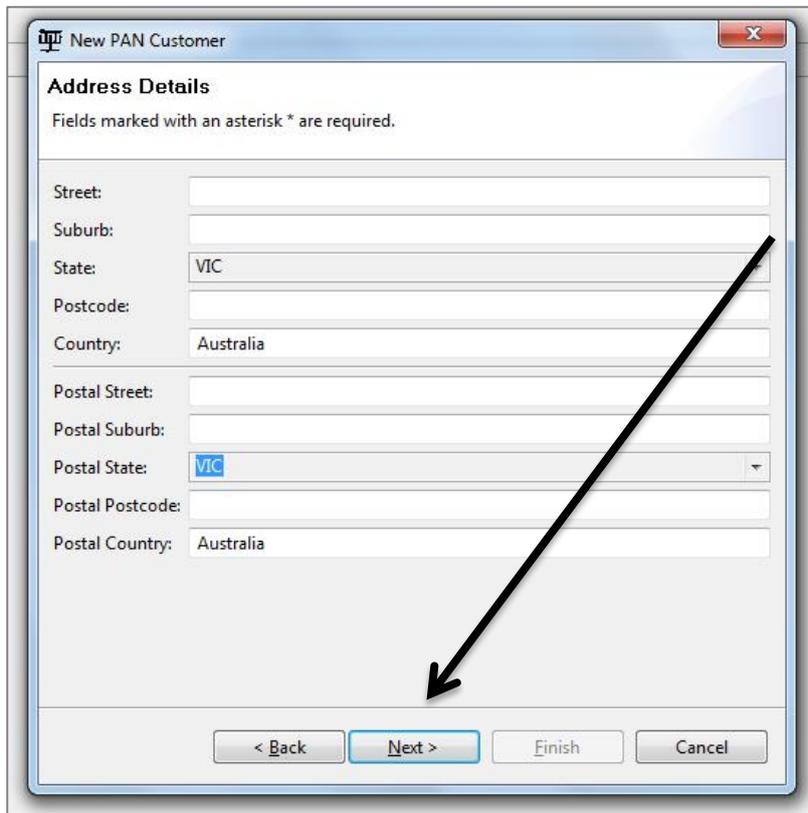
The image shows a screenshot of the 'New PAN Customer' form. The title bar indicates the date is 2/10/2009. The form is titled 'PAN Customer Details' and includes a note: 'Fields marked with an asterisk * are required.' The form contains the following fields:

- * Name: (Enter name of the Company)
- Type: (What does the business do? Events / Venue / Corporate, etc)
- Phone: (W) [] (H) []
- Fax: (W) [] (H) []
- Mobile: []
- Contact: Contact name? [] Title/Position: []
- Additional Contact: []
- Website: []
- Email: []
- How did you hear about PAN Events? []

At the bottom of the form, there are four buttons: '< Back', 'Next >', 'Finish', and 'Cancel'. An arrow points from the text below to the 'Next >' button.

Enter all details under each heading. All of this detail should be in your original enquiry form. After completing the page, press '**Next**'.

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.



New PAN Customer

Address Details
Fields marked with an asterisk * are required.

Street:

Suburb:

State:

Postcode:

Country:

Postal Street:

Postal Suburb:

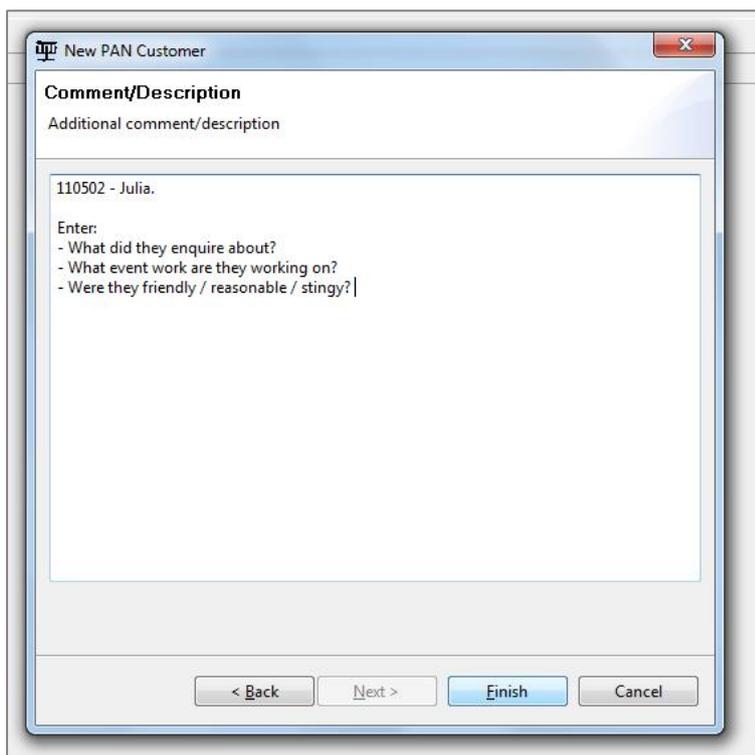
Postal State:

Postal Postcode:

Postal Country:

< 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.



New PAN Customer

Comment/Description
Additional comment/description

110502 - Julia.

Enter:

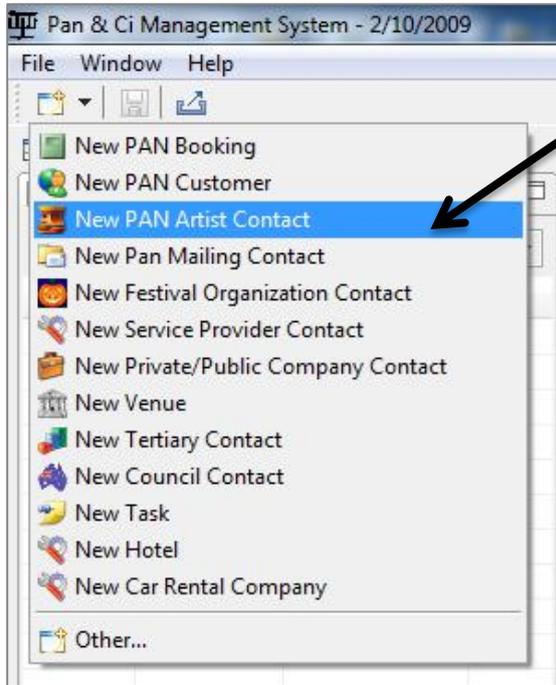
- What did they enquire about?
- What event work are they working on?
- Were they friendly / reasonable / stingy?

< Back Next > **Finish** Cancel

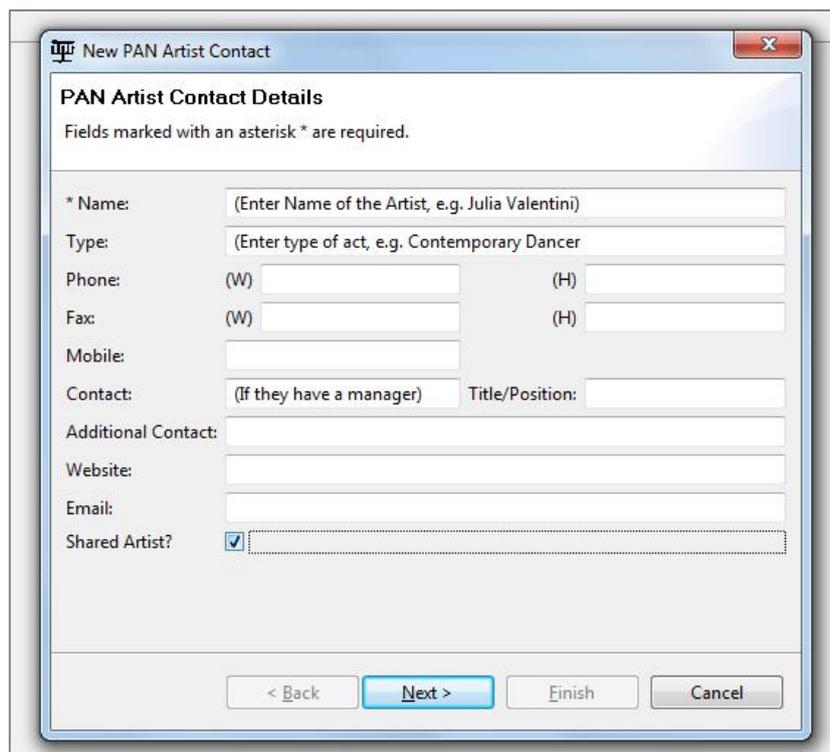
c. How to create a new artist contact?

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'**.



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'**.



PAN Artist Contact Details
Fields marked with an asterisk * are required.

* Name:

Type:

Phone: (W) (H)

Fax: (W) (H)

Mobile:

Contact: Title/Position:

Additional Contact:

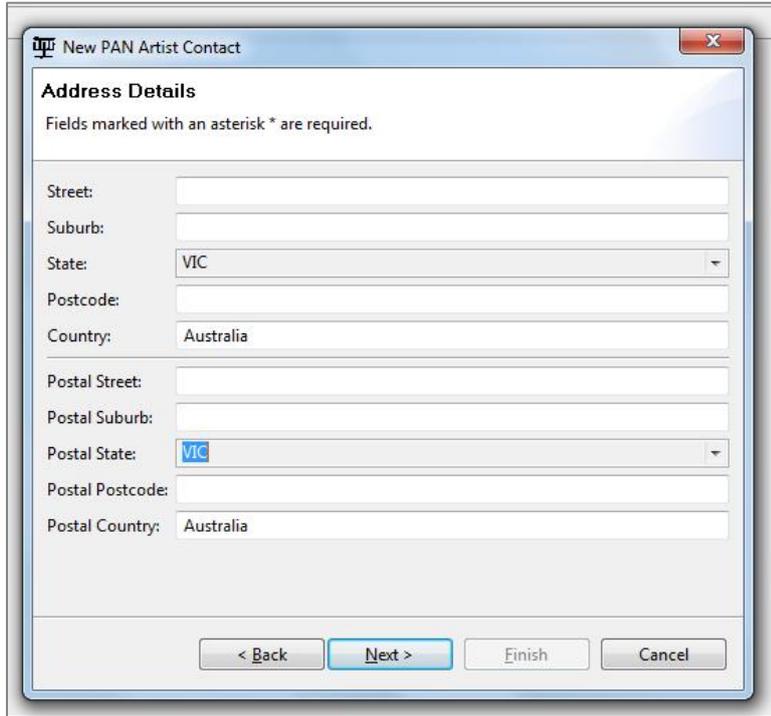
Website:

Email:

Shared Artist?

< 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.



New PAN Artist Contact

Address Details
Fields marked with an asterisk * are required.

Street:

Suburb:

State:

Postcode:

Country:

Postal Street:

Postal Suburb:

Postal State:

Postal Postcode:

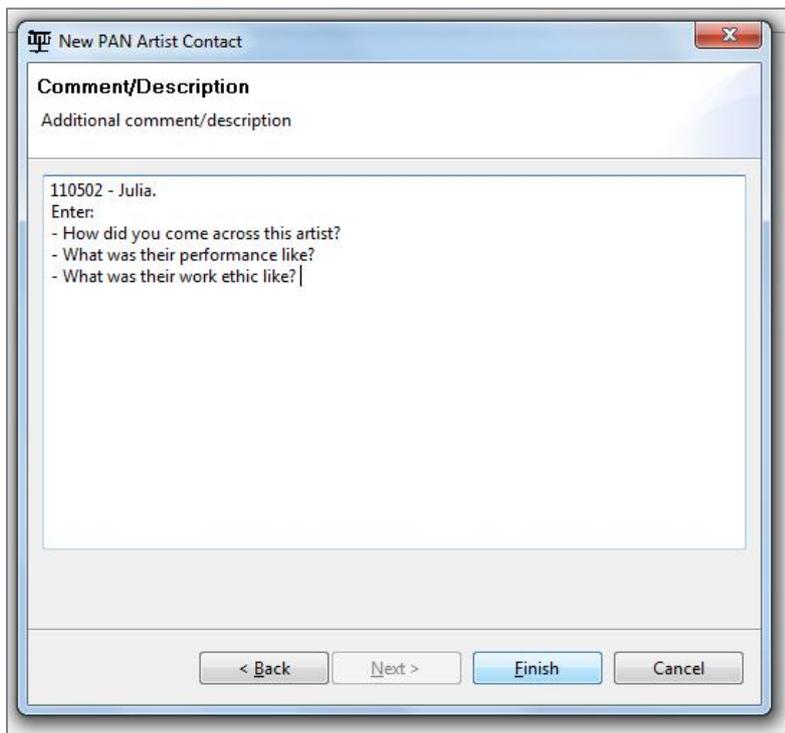
Postal Country:

< 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, including the file path of the Artist's Folder on the server (please see below for further instructions) . Press **'Finish'** to complete the contact file.



New PAN Artist Contact

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? |

< Back Next > **Finish** Cancel

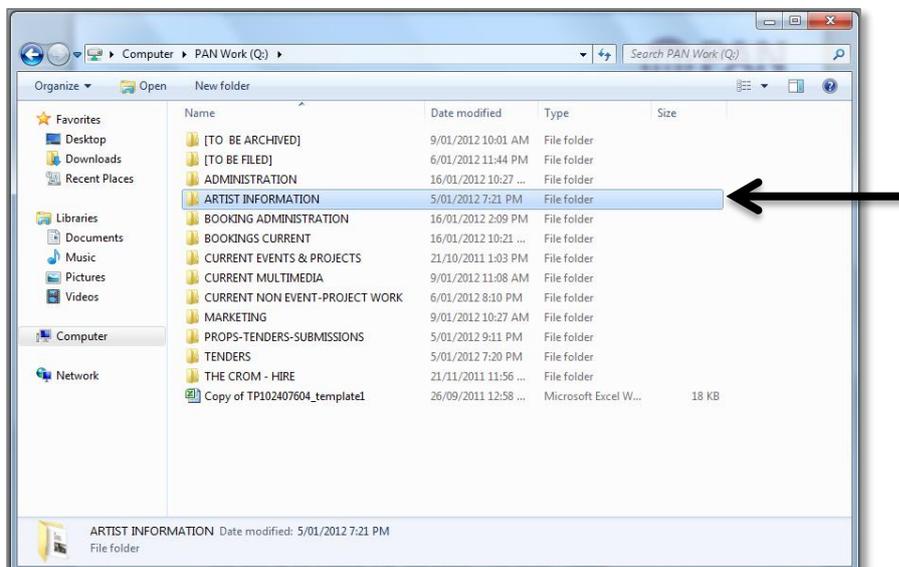
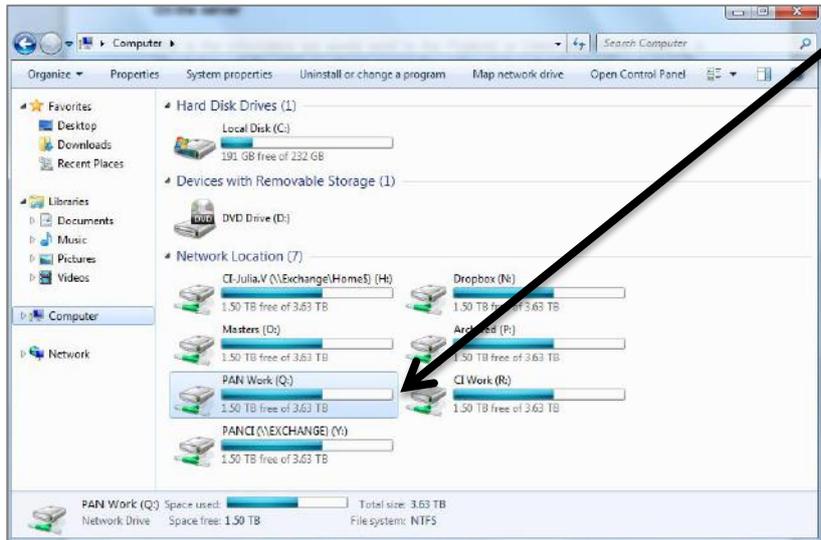
You will have now created an Artist Contact file on the PAN-Ci database.

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

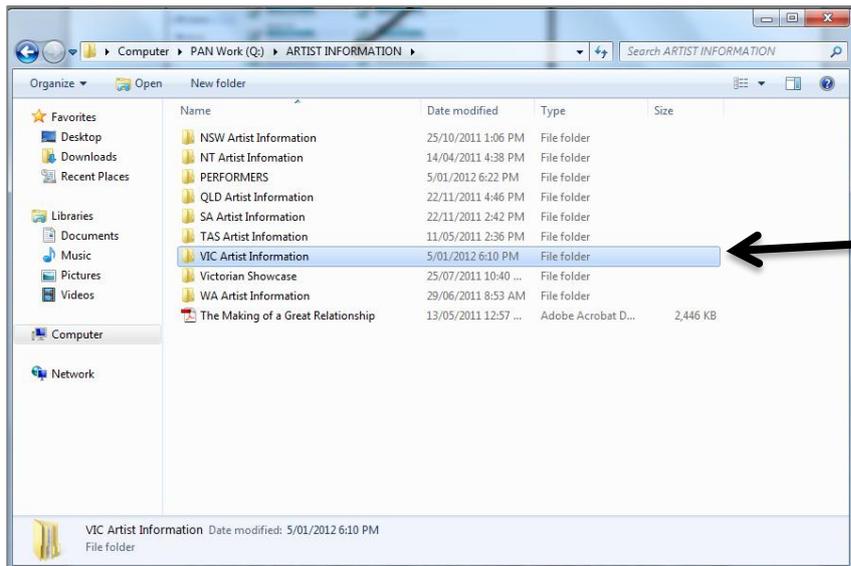
On the server

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.

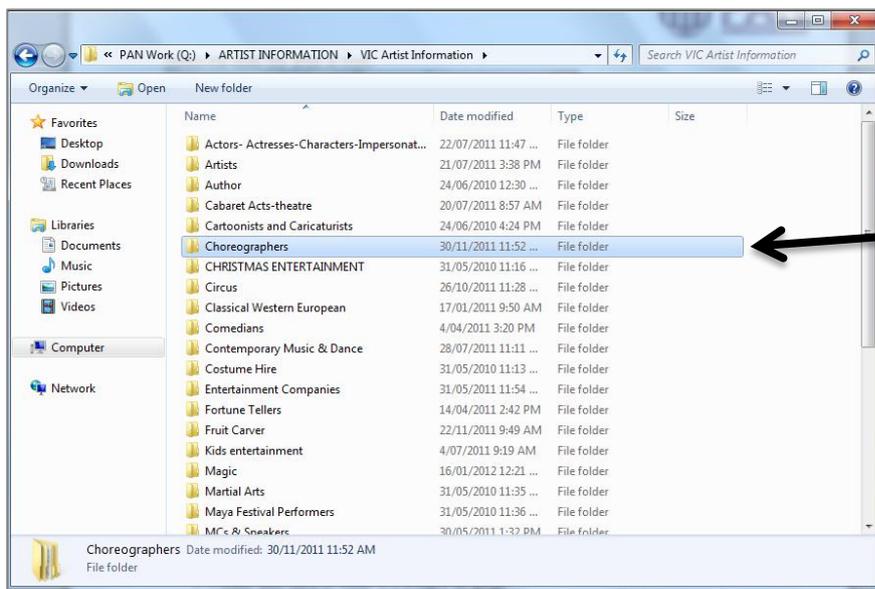
Go to PAN WORK Drive (Q drive) and select 'Artist Information'.



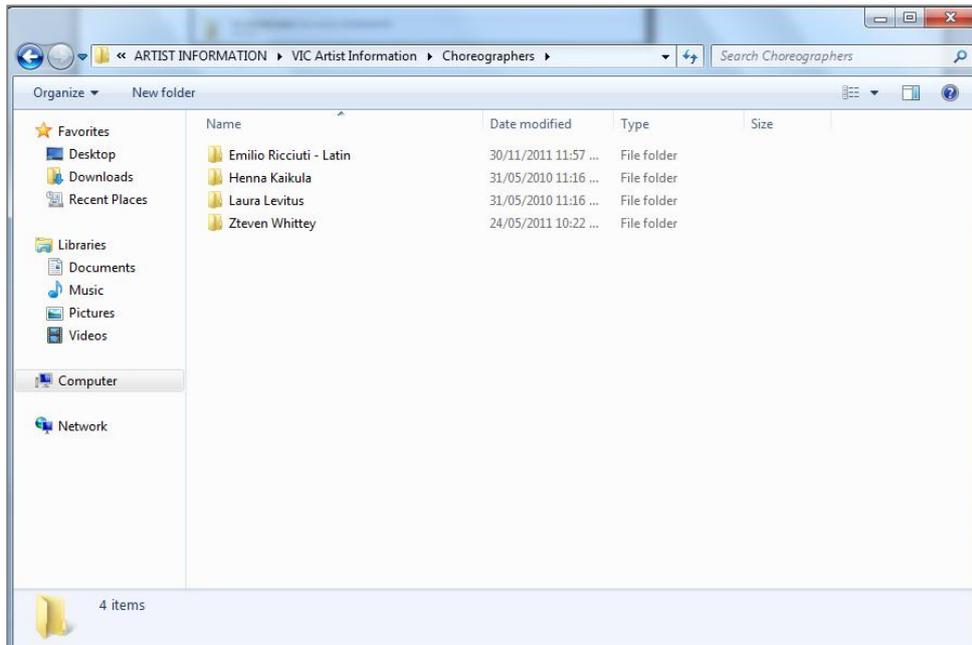
Select the state the artist is from.



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”



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.

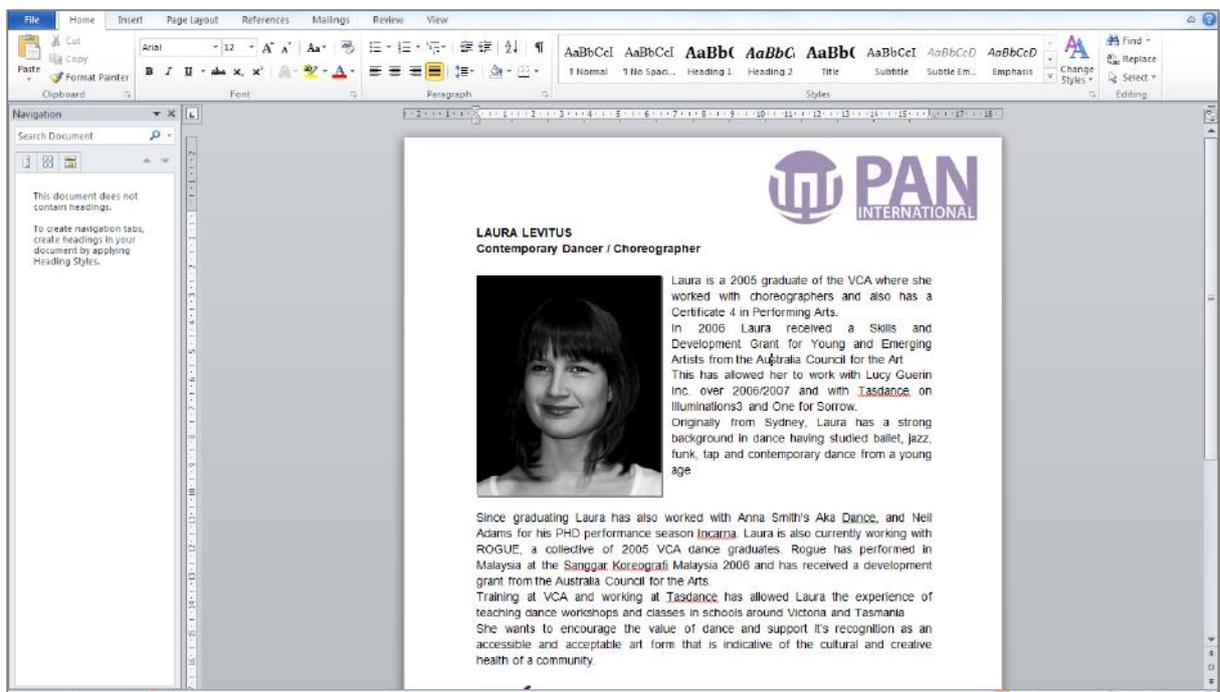


When formatting the biography, please ensure you use size 12, Arial font with 1.15 line spacing.

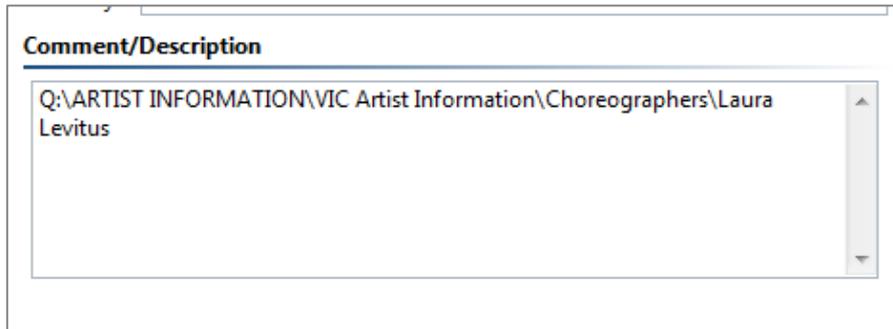
The photos should be tightly text wrapped with shadow borders.

Remember not to include any of the artist's contact details in this biography.

Please also save in folder 2-3 images as jpegs.



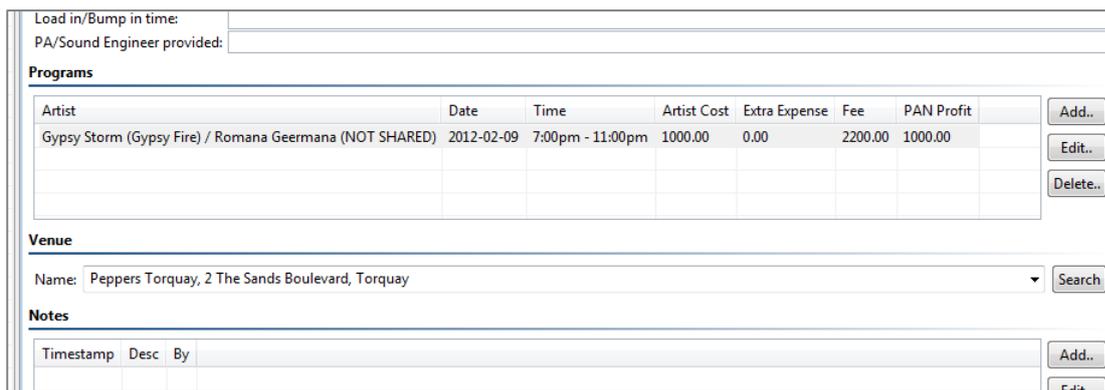
Please copy and paste file path into '**Comments/Description**' section of the corresponding Artist Contact File on the PAN-Ci database.



4. GENERATE LETTER OF AGREEMENT

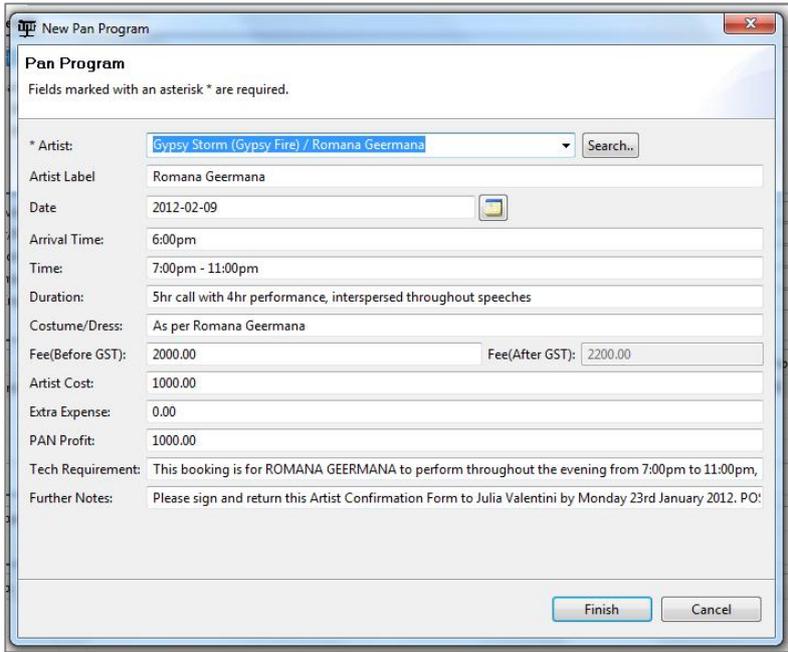
Make sure that all your information is correct on the main page of the **PAN booking details on the PAN CI database.**

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



Artist	Date	Time	Artist Cost	Extra Expense	Fee	PAN Profit	
Gypsy Storm (Gypsy Fire) / Romana Geermana (NOT SHARED)	2012-02-09	7:00pm - 11:00pm	1000.00	0.00	2200.00	1000.00	<input type="button" value="Add.."/> <input type="button" value="Edit.."/> <input type="button" value="Delete.."/>

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



Pan Program
Fields marked with an asterisk * are required.

* Artist: Search..

Artist Label:

Date:

Arrival Time:

Time:

Duration:

Costume/Dress:

Fee(Before GST): Fee(After GST):

Artist Cost:

Extra Expense:

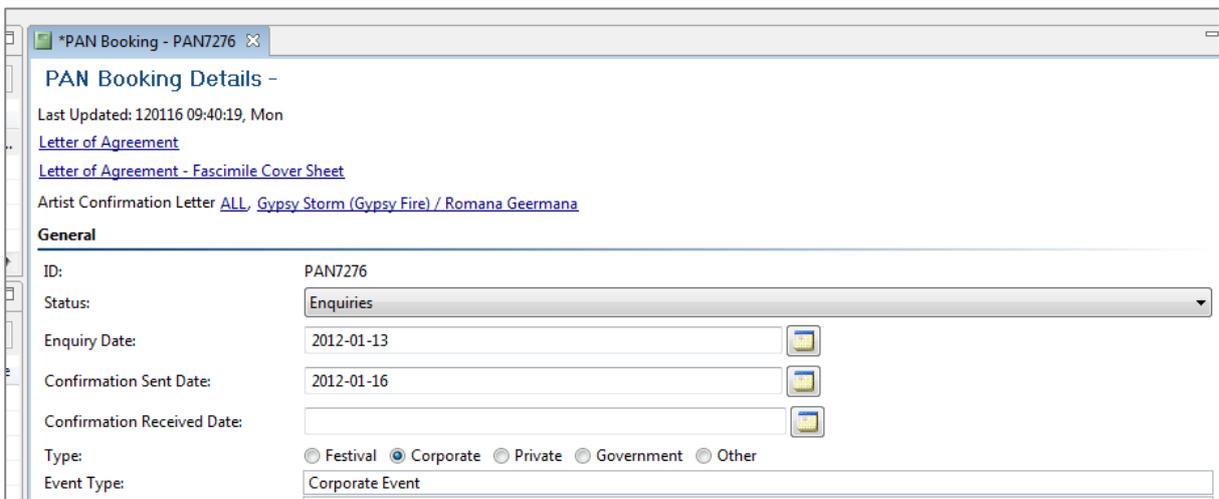
PAN Profit:

Tech Requirement:

Further Notes:

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 Details -
Last Updated: 120116 09:40:19, Mon

[Letter of Agreement](#)
[Letter of Agreement - Fascimile Cover Sheet](#)

Artist Confirmation Letter [ALL, Gypsy Storm \(Gypsy Fire\) / Romana Geermana](#)

General

ID: PAN7276

Status:

Enquiry Date:

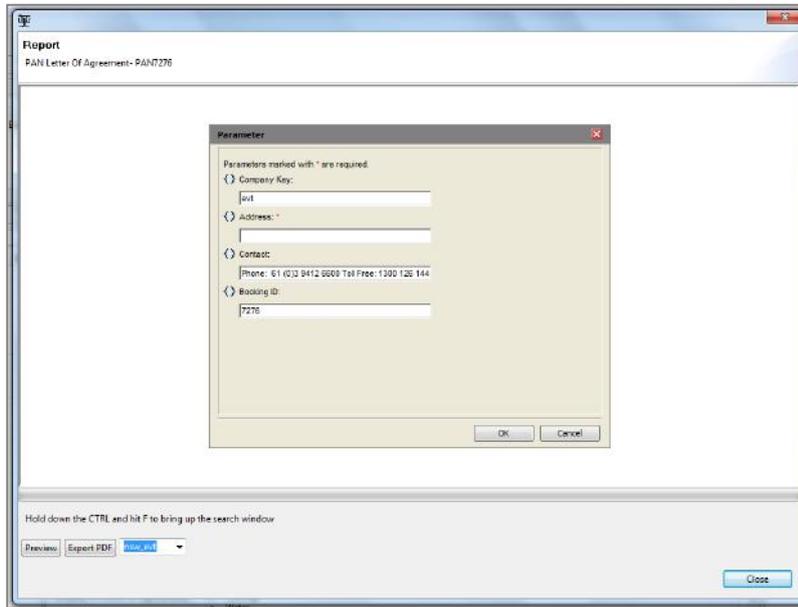
Confirmation Sent Date:

Confirmation Received Date:

Type: Festival Corporate Private Government Other

Event Type:

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

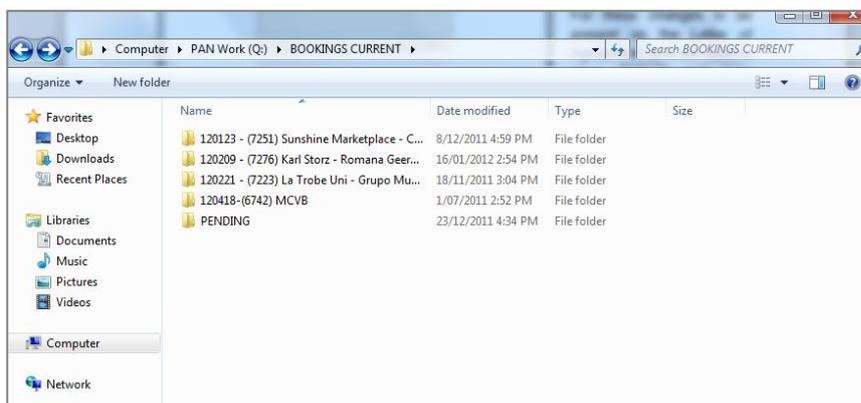


Double check all information is correct in the Letter of Agreement and that the fields include the specific information. If not you will have to go back into **Program** and adjust accordingly. For these changes to be present on the Letter of Agreement, you will need to close PAN-CI and login again.

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.



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

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

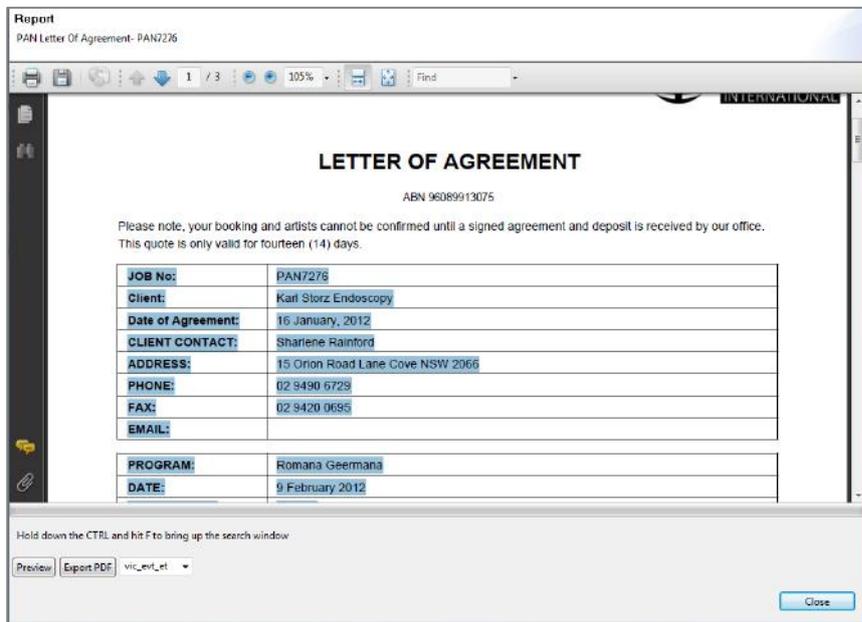
In this file should be a copy of the Letter of Agreement, Artist Confirmation Form and Invoice.

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 accounts@paninternational.com.au.



Report
PAN Letter Of Agreement- PAN7276

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 fourteen (14) days.

JOB No:	PAN7276
Client:	Karl Storz Endoscopy
Date of Agreement:	16 January, 2012
CLIENT CONTACT:	Shariene Raintord
ADDRESS:	15 Orion Road Lane Cove NSW 2066
PHONE:	02 9490 6728
FAX:	02 9420 0695
EMAIL:	
PROGRAM:	Romana Geermans
DATE:	9 February 2012

Hold down the CTRL and hit F to bring up the search window

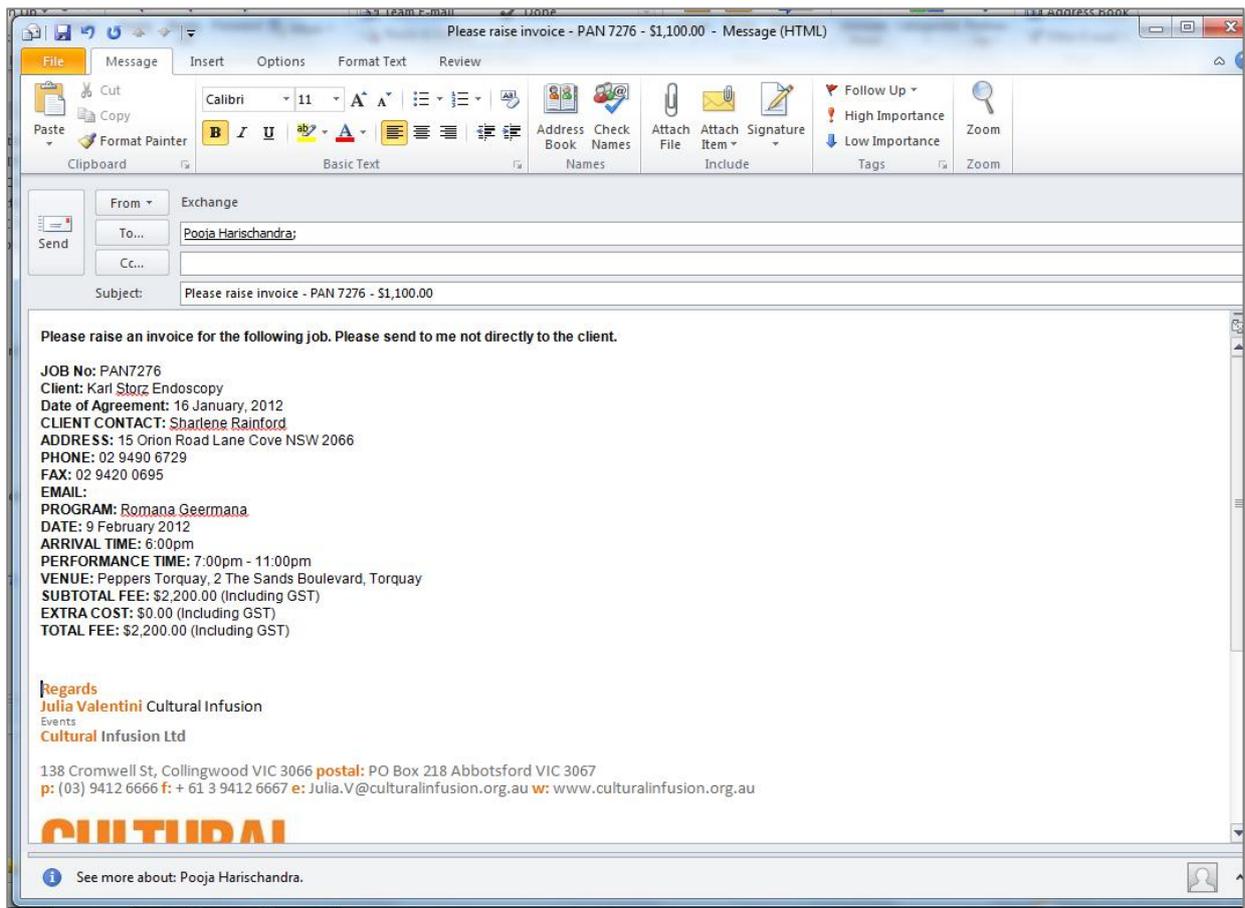
Preview Export PDF vic_evt_et

Close

Include the subject heading:

“Please raise invoice – PAN Job Number – Amount to be invoiced”

See image below.



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

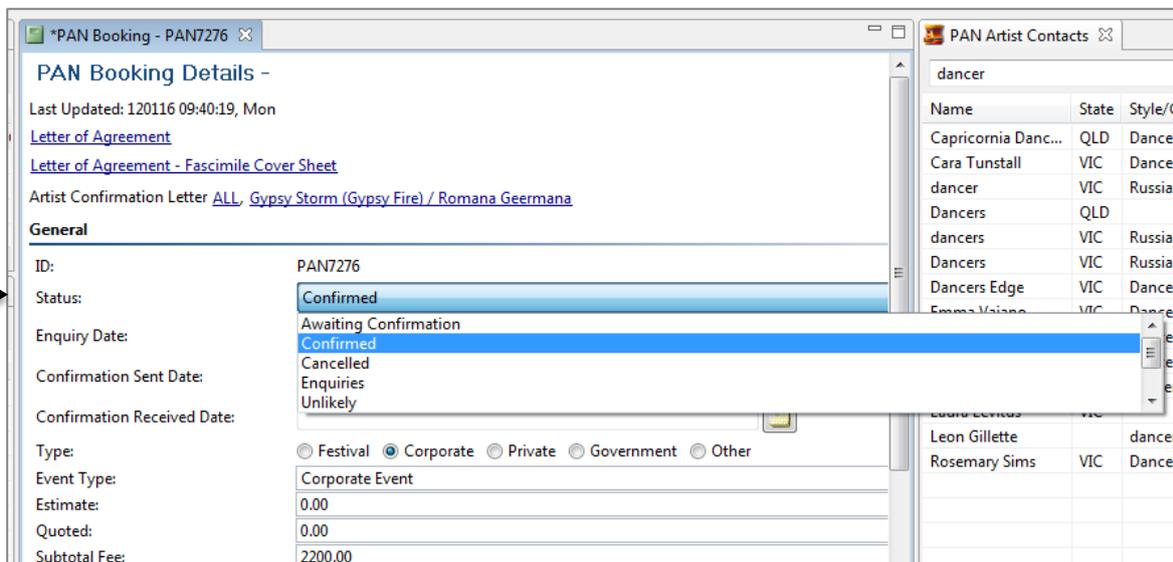
Once you have received the signed Letter of Agreement back from the client, double check whether or not they have filled in the Credit card details or accounts payable details on the agreement and forward this to the Accounts Department.

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.



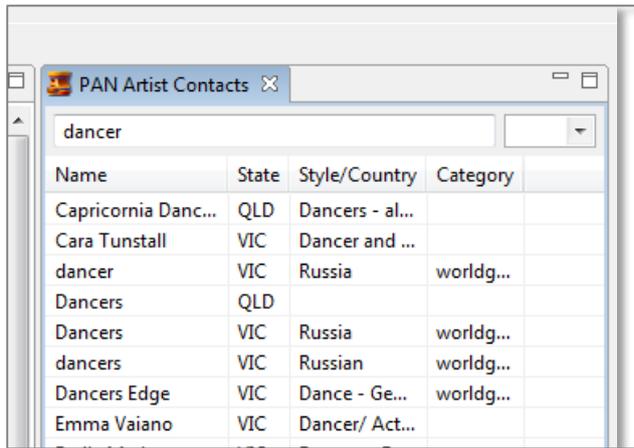
Name	State	Style/C
Capricornia Danc...	QLD	Dancer
Cara Tunstall	VIC	Dancer
dancer	VIC	Russia
Dancers	QLD	
dancers	VIC	Russia
Dancers	VIC	Russia
Dancers Edge	VIC	Dance
Emma Vaiano	VIC	Dancer
Leon Gillette	VIC	dancer
Rosemary Sims	VIC	Dancer

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.



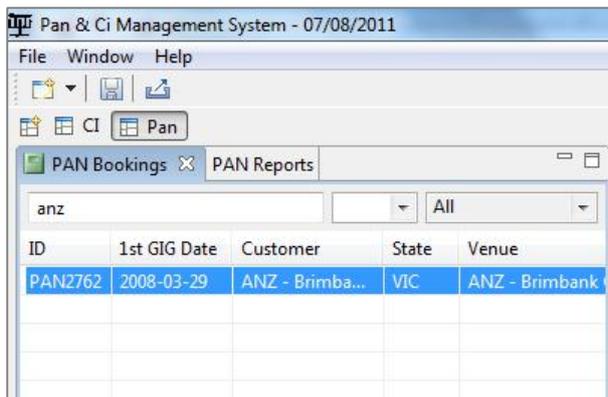
Once you are convinced that they are the right sort of artist, telephone the artist and discuss the details of the job and the budget you have allocated.

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.

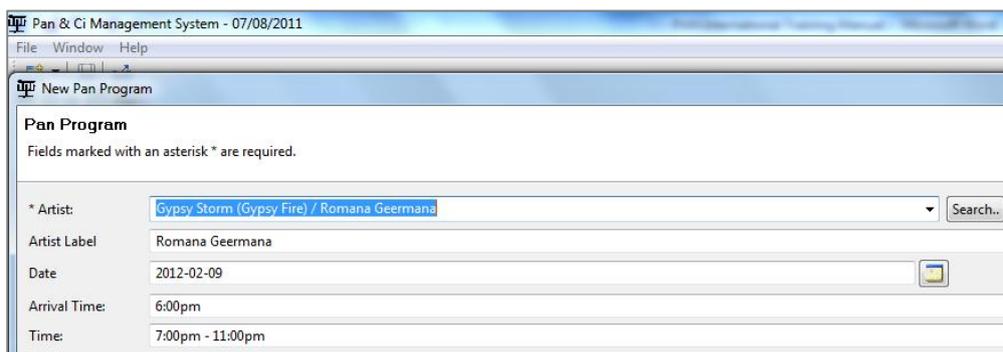


Scroll down to the **Program** section of the PAN Booking and press **'Edit'**

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

ense	Fee	PAN Profit	Add..
	2200.00	1000.00	Edit..
			Delete..

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.



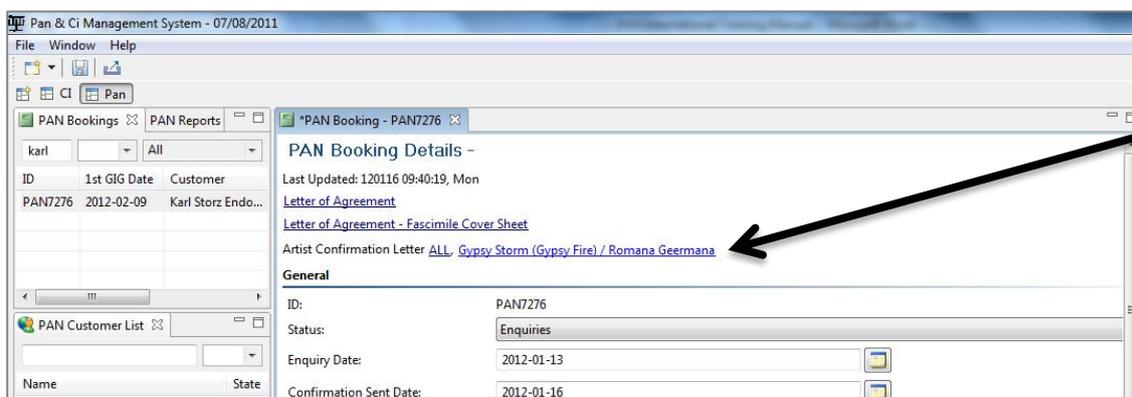
Double check that all details are correct and have been updated since the last time you opened the file. In particular, remember to check the **Arrival Time**, **Further Notes**, and **Tech Notes**.

Press **Finish** when you are done.

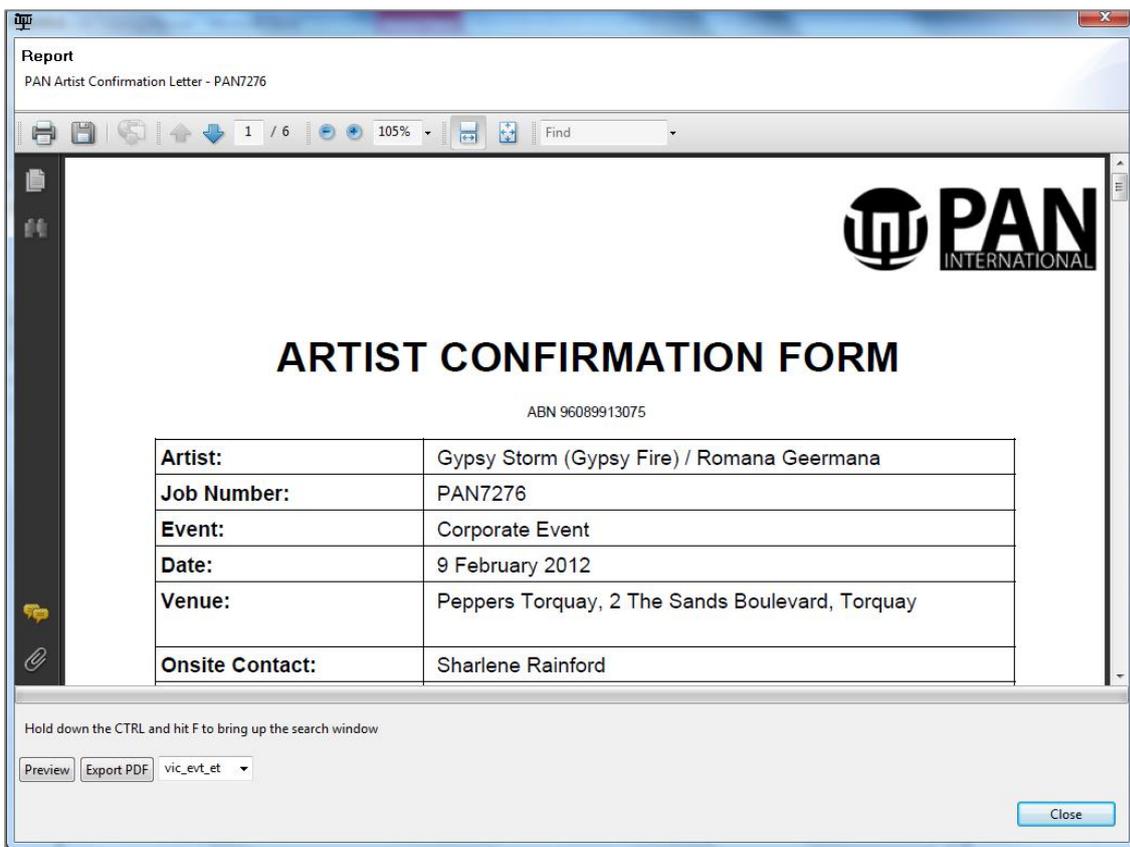
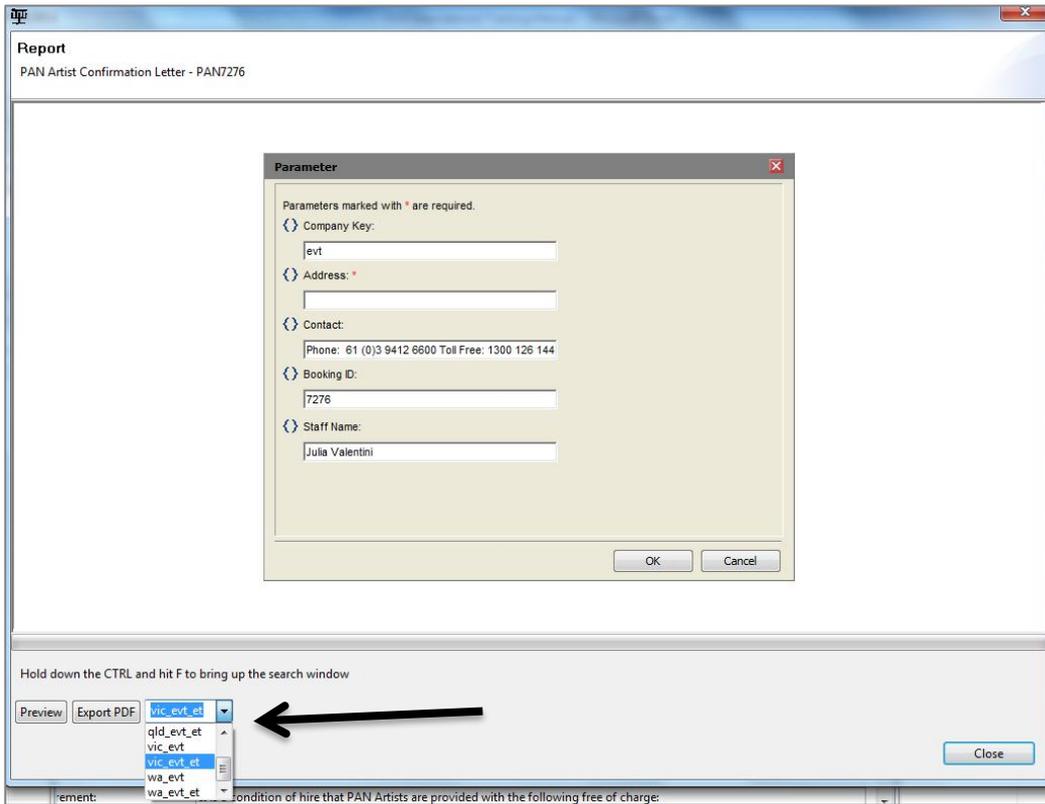
REMEMBER TO PRESS SAVE!

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'.



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



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:

- Onsite contact's name and mobile number,
- Parking details for the artist,
- Change room location,
- Meals and refreshments (if applicable),
- 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.

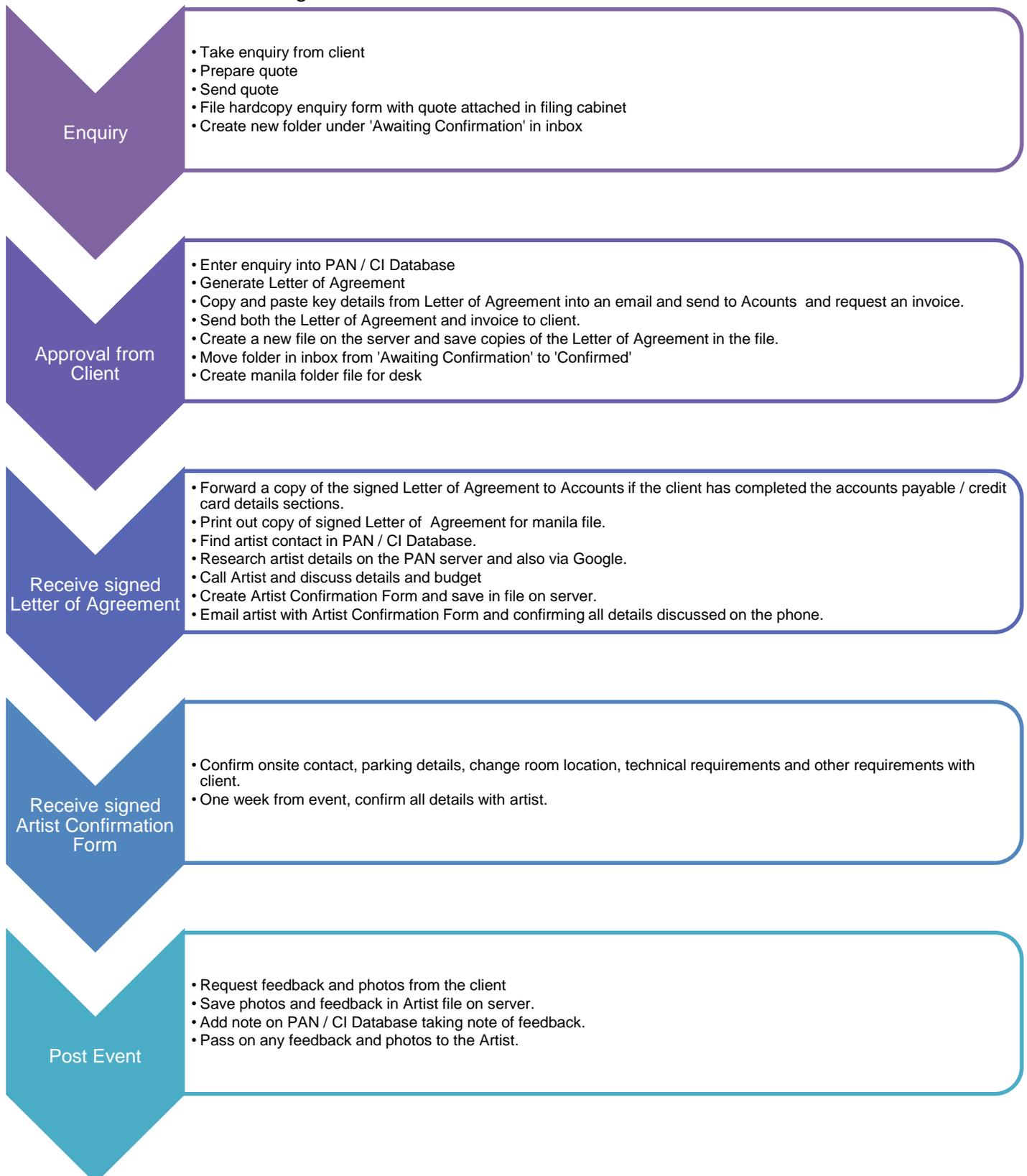
Address the topic with the artist, ensuring that you get the complete story before reprimanding them.

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 accounts@paninternational.com.au.

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.

APPENDIX 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

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 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>



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 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>



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.

