



Duration:	10 weeks
Course:	Booking Agency
Instructor:	Stefanie Purificati

Course Objective: This course will leave the student with the general understanding of an agent's job from creating contracts to dealing with managers and artists. Students will learn where an agent fits into the overall framework of the music industry & what they bring to an Artist's team. We will discuss the evolving impact of COVID 19, and how this is shaping the future of the live touring market.

Bio: Stefanie Purificati is an agent and music industry veteran who got her start as the in-house talent buyer at the Drake Hotel. She began her career as an agent in 2010 and recently helped open the Toronto office for APA Canada. Her current roster includes Virginia to Vegas, iskwē, Elijah Woods x Jamie Fine, Bettye LaVette, Caveboy, Riit and many more. A highly active member of the community, Stefanie has sat on the Board of Directors for the Country Music Association of Ontario, worked for the Polaris Music Prize for a decade, and is a frequent panelist at conferences like Canadian Music Week, Halifax Pop Explosion, Line Check (Milan, Italy), Canadian Country Music Week and many more.

Week	Topic
1	Introduction; Function of an agent and agency; Canadian agencies
2	Booking in the time of COVID, Presenters and Promoters, Booking seasons, Offers
3	Routing a tour; Agent tools
4	Deal Types (Bring Calculator!)
5	Deal Types (Bring Calculator!)
6	Signing artists, agent / manager relationships, maintaining expectations, communication skills
7	The Art of Negotiating, Selling artists and saving deals
8	Industry Relationships: Conferences, Showcases, Awards Shows
9	Exam Review (Bring Calculator!)
10	Exam (Bring Calculator!)

Evaluation

Attendance	20%
Class Participation	20%
Class Project or Test	30%
Final Exam	30%
Total	100%