



# EAT MUSIC

music services & entertainment

management | booking | marketing

EAT MUSIC - music services & entertainment  
Artist Management | Booking | Music Marketing  
Hoppendamm 15 | 48151 Münster | Germany  
Mobile: +49 (0)173 525 49 70 | Fon: +49 (0)251 - 712 94 53  
Email: [contact@eat-music.net](mailto:contact@eat-music.net) | Homepage: [www.eat-music.net](http://www.eat-music.net)



Hendrik Ücücü M.A.



Robert Kampf M.A.



We are Eat Music, a music agency, located in Germany, and specialized in music management, booking and music marketing.

Our services are perfectly adapted for the music business. We offer professional management, music marketing and booking tailored to the needs of musicians, concert promoters, festivals, distributors, artist managements and record labels.

#### **EAT MUSIC | *management***

**E**very musician defines success differently – but being successful with your own music necessitates individual and elaborate planning and organization. By cooperating closely with our bands, we ensure that individual goals and a sustainable success are achieved. Our definition of modern music management includes the artist as an active participant in the process of developing a career concept. The services we offer enable bands to focus entirely on the creative process and at the same time to actively shape their career. We guide artists on the way to structure the enterprise band in order to reach their individual goals and be successful on their own terms. There has never been a guarantee for a successful career but there are many possible ways worth exploring. Enthusiasm and ambition is what drives us and what we offer artists on their way to become successful. This includes musical coaching, classic artist management, label contacts, distribution and legal affairs.

#### **EAT MUSIC | *booking***

'All the world's a stage' | Shakespeare

**T**oday, more than ever, it is vital for artists to be constantly present on the concert market. Frequent live performances are the best way to establish a name and to connect with fans. We make sure that our artists play the right clubs, the right supports and the popular festivals in the right genre. Today success is defined by reaching the right crowd not the largest one. Airtight contracts with local organizers ensure that our artists are treated right and are able to play a tour without unnecessary disturbances. For more elaborate tours we provide an all-out organization, from tour management, transportation and backline to light and sound. Touring with EAT MUSIC means professional live performances at the highest level. We also take care of merchandise, since it is one of the major sources of income when performing live. If desired EAT MUSIC takes care of the whole merchandise section, including production, distribution and marketing.

## **EAT MUSIC | *music marketing***

**T**oday the music business is more differentiated than ever before. Attention, as the most important resource for sustainable success, has become scarce. The best way to produce attention are elaborate and most of all well-differentiated marketing campaigns. Nowadays innovation and individuality pave the way to success. Eat Music is specialized in target marketing that reaches not just any audience but the right one.

Eat Music offers comprehensive services in the conception and realization of marketing campaigns, for concerts, events, festivals, tours and album, single and video releases. Here at EAT MUSIC we develop, edit and publish profiles, press information, and editorial contents related to the public presentation of our artists, including Social Media Networks. Whether a band wants to release an album, a song or their latest music video, we ensure that it goes public at the right time and in the right place.

In cooperation with music and lifestyle magazines, radio stations, video platforms, concert and event tracking sites, we offer artists the opportunity to position themselves immediately, uncomplicated and on a small budget. Together with our artists we create profiles, online appearances, concert, festival and tour announcements and editorial contents for the music press, as well as album and concert reviews. Especially for concert promoters, tours and festival managements we develop individual concepts that take locational factors into account. It is important for us to be in close contact with cooperation partners on-site.

EAT MUSIC is NOT an advertising agency but specialized in working for and with musicians and event promoters, offering a broad spectrum of services around music management and marketing. Our motivation is to work with musicians and event managements in order to help them reach the right audience.

**music is our life, our job, our daily bread – EAT MUSIC.**

**Hendrik Ücücü M.A.**  
- Managing Director -

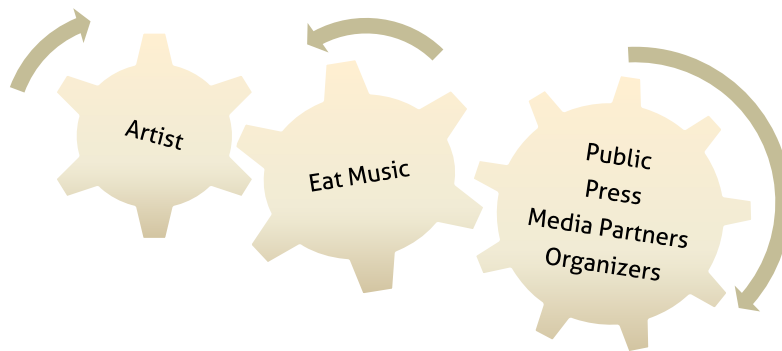
**Robert Kampf M.A.**  
- Head of PR & Marketing -



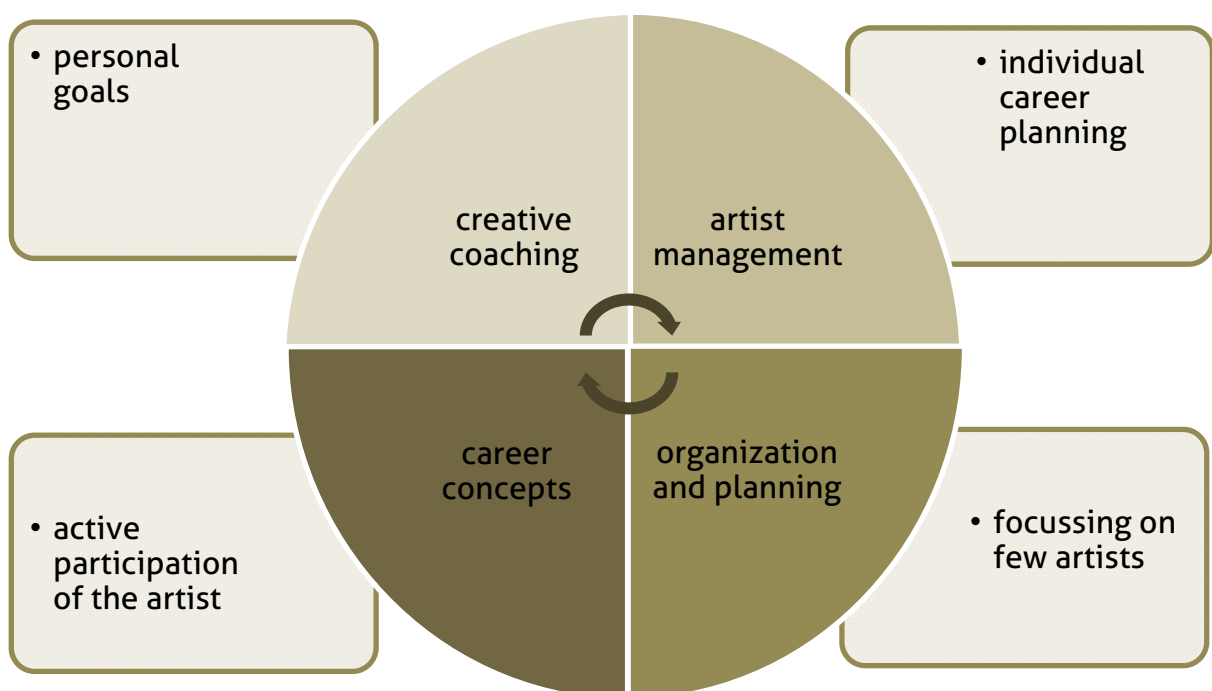
**EAT MUSIC**  
music services & entertainment

## service portfolio management

**E**at Music management offers sustained and long-term communication and cooperation with media partners, press contacts and event organizations, generating publicity for our artists.



**F**or us, management means to work together with artists, in order to develop career concepts and to find their individual way to succeed in the business. Together with our artists we define the personal goals that they want to achieve and make sure that we reach them one at a time. It's understood that EAT MUSIC carries out the organization and planning to provide our artists with as much room and time as possible for the creative process. We support this process through classic music management and creative coaching. It is our philosophy to work with only few artists at a time – an intensive and focused collaboration is the only way to achieve the established goals together.



# service portfolio management

## artist management

- Eat Music takes care of all outside communication with press and media representatives
- Eat Music represents the band in the music industry
- Eat Music oversees and counsels in the production:
  - audio media
  - image photos
  - music video
  - and other text, image and AV media
- Eat Music represents the artist when dealing with :
  - label and distributors
  - endorsements and sponsors
  - concert agencies and organizers
  - publishers

## tour management

- tour support and organization:
  - merchandise
  - stage technology
  - performance
  - tour planning
  - tour management

## marketing & consulting

- press sampling print, radio and online media
- press relations
- production of advertising media, logos, pictures, texts and videos
- interview acquisition
- appointment scheduling
- development of online media (homepage, blog, social media profiles etc.)
- composition of texts and information (press sheet, booking sheet etc.)

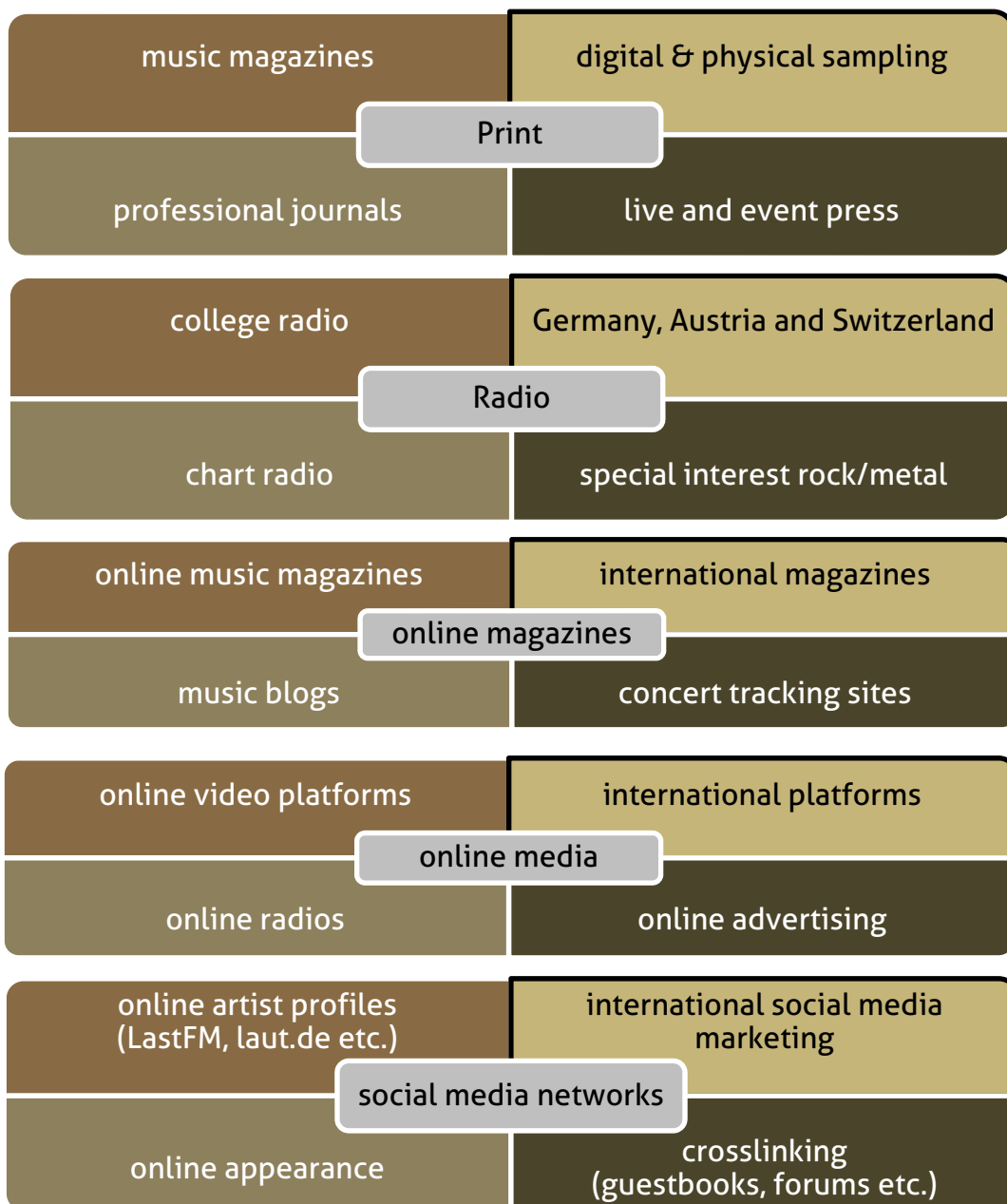
## service portfolio booking

**P**erforming live is the most important part of being a musician especially in today's event culture. For any artist presence and publicity are essential not only to appear in the press but more importantly to reach the fan. We organize and book not only club concerts, festival gigs and music event but also entire tours as support or headliner. EAT MUSIC takes care of contracts and merchandise so that our artists are able to focus entirely on their live performance.



## service portfolio marketing bands | artists

**A**n elaborate marketing campaign is one of the most important and at the same time the most time-consuming task in artist development. Sadly the effect and possibilities of marketing are often underestimated. That is why we incorporate marketing in all areas of our work. EAT MUSIC handles the entire communication with press and media partners and together with artists and event managements we develop individual strategies to position them in the right places. Marketing for us means to exploit the whole spectrum of media instruments and networking. EAT MUSIC also offers single services like sampling of media partners or maintenance of social media networks.



## service portfolio marketing bands | artists

- digital and postal sampling of editorial offices and press contacts
- individual marketing campaigns depending on type of release/event:  
single, video, album, tour, festival
- provisioning a large contact database
- development of editorial content: press information, tour announcement, artist profiles etc.
- development of online content: online appearance, banner ad, crosslinking etc.
- social media management
- maintaining and updating online contents
- concept and realization of music video production
- and many more...

## service portfolio marketing concert | festival | tour

local | regional | national | international

Catchment areas, capacities and the expected number of visitors are not only the basics of event planning but also starting point for a marketing campaign. With long-term planning and detailed preliminary conception, Eat Music enables event managements to gain a realistic assessment of the extent and placement of marketing measures.

time schedule

The poster sticks longer than the blog entry. Eat Music develops time schedules to ensure that measures in long-, medium- and short-term media are taken in the respective time frame in order to achieve optimal effectiveness.

concept | development | execution

Tailored to the needs of event managements Eat Music offers a broad spectrum of modern music marketing. Additionally our experience in the fields of management and booking allows us to function as consultants as well. Trouble filling a line-up slot? Did anyone invite the press? Eat Music is more than a service provider, offering consulting and support wherever it is needed. We try to remain flexible in order to adapt to the needs of our customers and offer exactly the kind of help that is needed when it's needed. We don't offer complete solutions and understand ourselves as part of a team that defines and achieves goals in close cooperation. All our services can be selected and combined according to the needs of our customers. A short extract from our range of services:

## service portfolio marketing concert | festival | tour



## EAT MUSIC services

professional artist management

career planning and creative coaching

booking for concerts | tours | festivals | events

tour production, live support and merchandise

marketing campaigns for  
artists | festivals | concerts | tours | label | distributors

press work and sampling for print, online and radio

conception, consulting and production of audio media, music videos,  
image photos, artworks and press material

social media management and homepage / band blog development

and many more....

All EAT MUSIC services can be chosen separately or combined according to individual needs. It is part of our self-image that we only provide the services needed and give artists the opportunity to benefit from our work even on a small budget.

If you are interested in our services or in cooperating with us, feel free to contact us at any time. We are looking forward to work with people who share our passion for music.

Hendrik Ücücü M.A.  
- Managing Director -

Robert Kampf M.A.  
- Head of PR & Marketing -

EAT MUSIC - music services & entertainment  
Artist Management | Booking | Music Marketing  
Hoppendamm 15 | 48151 Münster | Germany  
Mobile: +49 (0)173 525 49 70 | Fon: +49 (0)251 - 712 94 53  
Email: [contact@eat-music.net](mailto:contact@eat-music.net) | Homepage: [www.eat-music.net](http://www.eat-music.net)



**EAT MUSIC**  
music services & entertainment