

What are you paying for, when you contract a professional artist for your event?

While you can think of art being free of charge ...

... the artist still needs to be compensated for:

A. Education, training and remaining up to date

- costs for private lessons for at least 10 years, to get prepared for . . .
- . . . professional education, which can be more expensive than for becoming a lawyer or doctor
- continuous investment in professional equipment, instruments, etc.
- keeping on top of the latest musical trends, new songs, etc.
- lots of hours of rehearsal time, including costs for a rehearsal studio
- show clothing for the performances

B. Costs for the realization of a performance

- organization and administration – time for telephone calls, mails, meetings, contracting and billing
- 3-4 hours of preparation at home for each hour of performance
- transport to and from the venue - van and technicians (costs for VW Golf = 45 cent/km)
- setup and soundcheck hours before your guests arrive
- giving a professional performance that makes you and your guests happy and the event a success

C. General administration costs

- promotion costs for website, demos, videos, flyers, mailings etc.
- GST to give to the taxman
- obligatory social security insurance
- obligatory health & safety measure obligations
- obligatory data protection contract
- business & private insurances and pension funds
- telephone, solicitor, accountant etc.

D. Not to forget

- all living expenses including rent, food, holiday, etc.

How artists calculate their basic fees

If you are contracting artists for 4 hours, they are actually working for you 12-16 hours, and prepaying for all their investments and costs. And as in every business, the final price for the time of professionals depends also on the references and the amount of other requests -- the market value!

- **Still** thinking professional artists are charging too much for their marvelous work full of emotion (and perspiration)?
- **What** do you think any professional with a university degree, international experience, and many high level references should charge as a minimum fee for an hour of their time?

Did you know ...

In Spain the final client is responsible for ensuring that all contracted artists and technicians are working 100% legal, and the client can get a large fine (can be a few thousand € or even more) if someone working at the event doesn't comply with all legal obligations! This is only one of the many reasons for you to ensure that you are hiring a professional, experienced, highly recommended and knowledgeable artist; you not only deserve to, but need to as well!

saludos cordiales from St. Ponsa



p.s.: When you contract a professional artist you can think of it like with cars: you won't get a new German quality car if you only want to spend money for a 10 year old second-hand Korean vehicle. And while both cars may get you from point A to B, the difference in the experience, especially for those "once in a lifetime" ones, is invaluable! :-)