

‘We Can Work It Out’

The Beatles

Weekly Report 5

9/17 to 9/23

After my visit to House of Blues last Friday, and my realization about a career in concert promotion, this week was dedicated to searching for new concert industry careers and professionals in the area with that job. I had already been previously interested in working with music festivals and seeing how working and marketing within a festival atmosphere was different than working for a specific venue, so that was what I began to research this past week. From there, I found that there was a job at festivals called a production/festival coordinator that combined communications and promotions with stage production and management. This was really interesting because it combined the things I liked about marketing with active and social things, making me believe it might be a good match for what I am looking for.

Since finding this career, finding a contact that had this job somewhere near the Dallas area is super important to me because I do not want to do a phone interview with festival staff Austin City Limits in Austin. After doing research, I found that Fortress Fest in Fort Worth is owned by their own promotions company, called Fortress Presents, where I found their production director online. Hopefully within the next few weeks, I can go on an interview with him to get a better understanding of his typical job duties. Overall, I am excited to see where this topic is gonna go and whether or not this is the job for me when it comes to my professional long-term career.