

Adrian Amaro

Professor Nova

BUS349/MUS349: Music Business II

April 15, 2023

Week 6 Dropbox Assignment

What are the advantages and disadvantages of securing a larger or smaller venue?

In the case of a smaller venue, you're sure to be way closer to the action no matter where it is in the venue. That is obviously due to the fact that the distance is shorter and this would be a disadvantage instead of an advantage in a larger venue due to the opposite. However, the disadvantage to a smaller venue is that it can get very crowded and that can lead to it being claustrophobic, making it uncomfortable. In many cases it has led to health and safety issues with a good number of people in attendance.

Why are concert promoters and artists disadvantaged in collecting audiences?

Concert promoters and artists are disadvantaged because the concert promoters and artists are disadvantaged in collecting audiences personal information from within the venue and in many cases due to the lack of simple communication.