



*Off!*

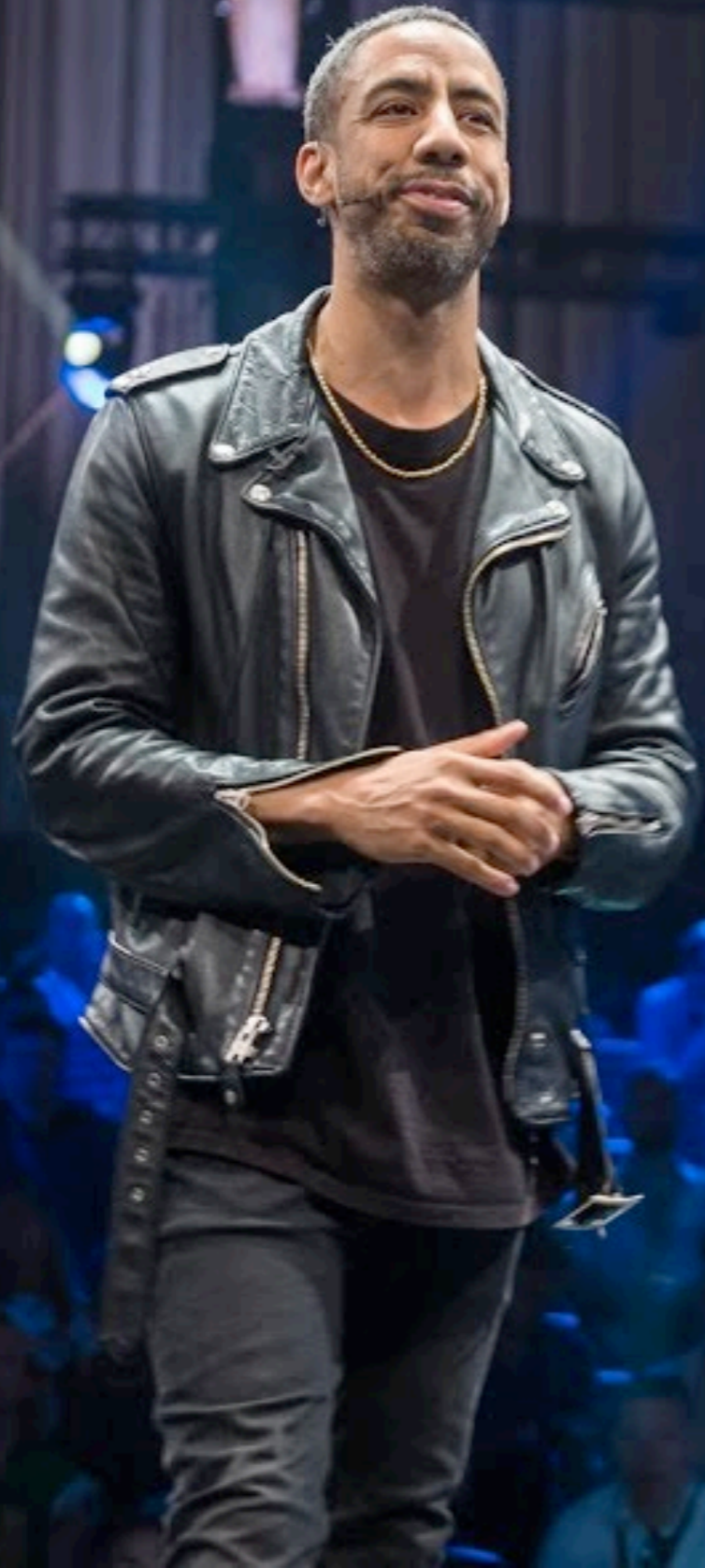
**Stop investing in social media.  
Build your own contentplatform.**

**Cor Hospes, Arrangørkonferansen 2019, Norske Konsertarrangører,  
Stavanger, [www.corhospes.nl](http://www.corhospes.nl)**



- # Former journalist
- # Copywriter/Art director
- # Trainer
- # (international) Speaker
- # Founder Tsjee,  
Guerrillamarketing agency
- # Founder SMC058
- # Co-Founder Content  
Club Nederland
- # Bestselling author

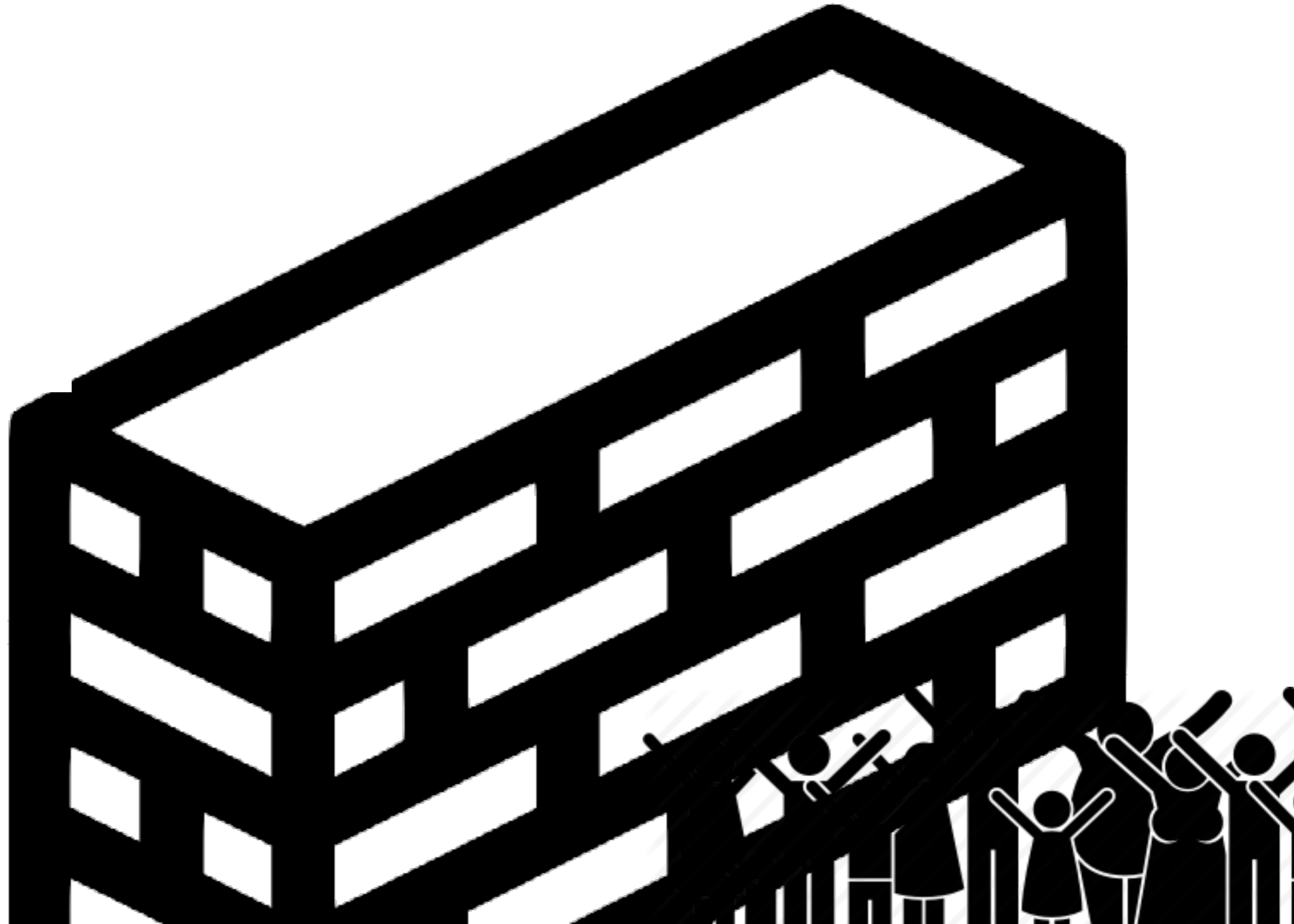
**Cor Hospes**  
**Founder/creative director**  
**Merkjournalisten**

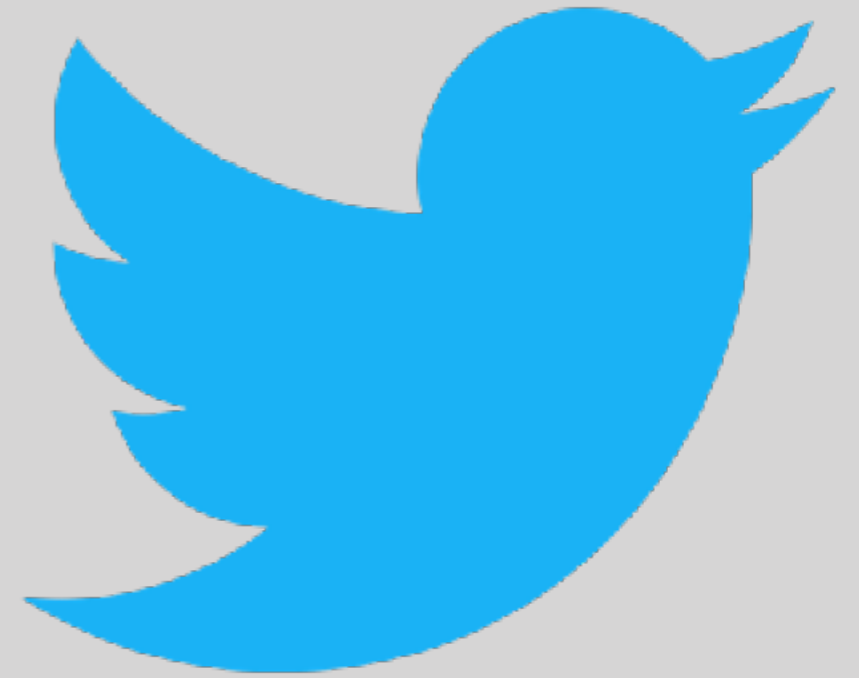


**497.000 Twitter followers**  
**340.000 Instagram fans**  
**450.000 Facebook fans**  
**200.000 YouTube subscribers**

**Ryan Leslie**

**To have a conversation with your fans and followers  
is becoming increasingly difficult  
through third party platforms**





**They know your  
fans better than yourself.**



**Yeah!! I'm the owner  
and manager of *your*  
fans and followers.**

**RARELY ON TWITTER  
ALWAYS ON MY CELL:  
+1-646-887-6978**



**SUPERPHONE**

# Why build a clubhouse on rented land?





Dj Khaled

djkhaled305

**6,2 million followers**



Ride wit me through the journey of more success

Ping



myspace

Vine



Google wave

Hyves



**Regain control about your fans and followers. Don't make yourself dependent on algorithms.**



SCENE	TAKE	ROLL
DATE		
PROD. CO		SOUND
DIRECTOR		
CAMERAMAN		

**Personal relation with fans.  
Direct info about new releases,  
concerts, merchandize  
One to one.**

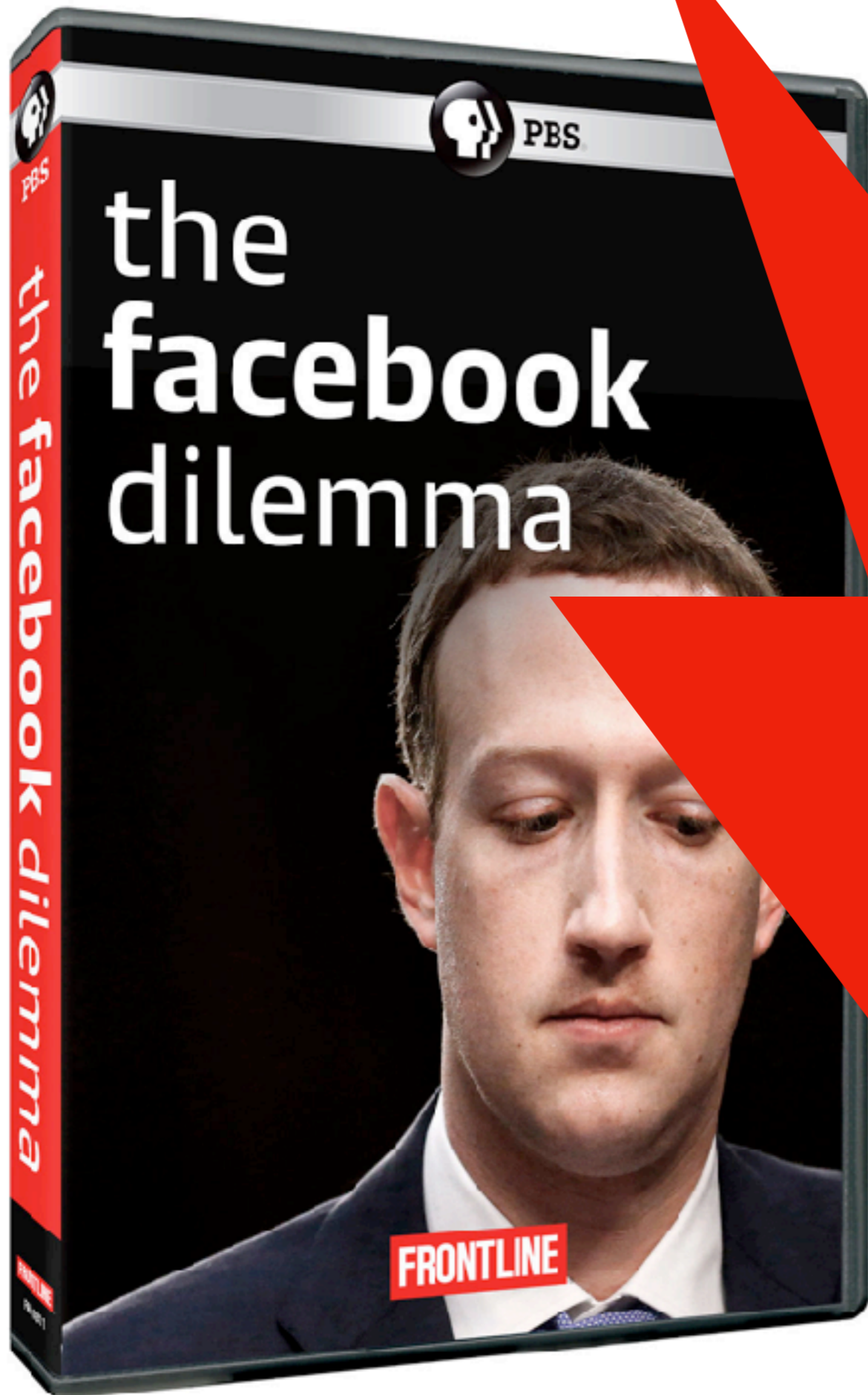


**“If Twitter, Facebook or Instagram  
shuts down, just like Vine and  
MySpace, I still have 80.000 numbers.  
On my own platform”.**



**Playboy, Elon Musk,  
Lush,  
UniCredit ....**

**Who's Next?**



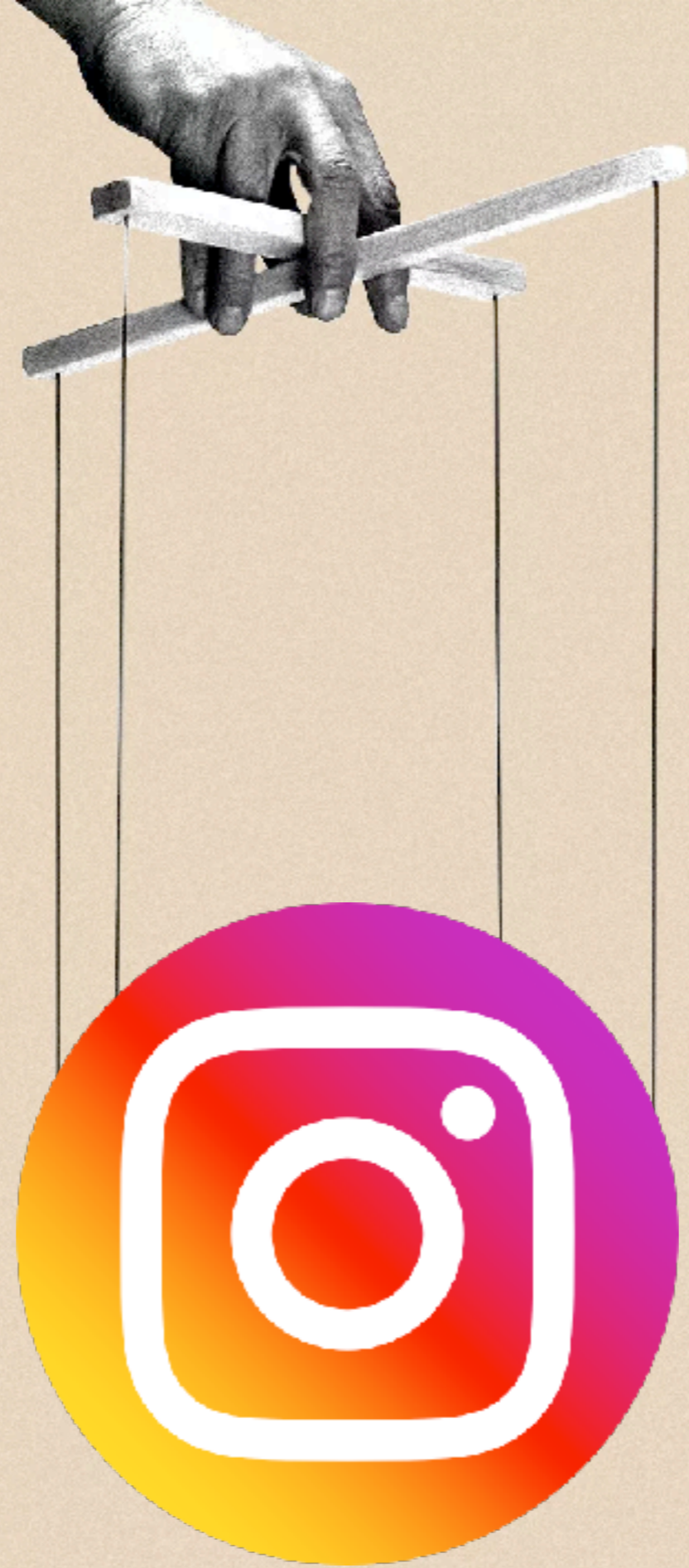
**TRUST**

A NETFLIX ORIGINAL DOCUMENTARY

# THE GREAT HACK

From the Academy Award®  
nominated filmmakers behind **THE SQUARE**



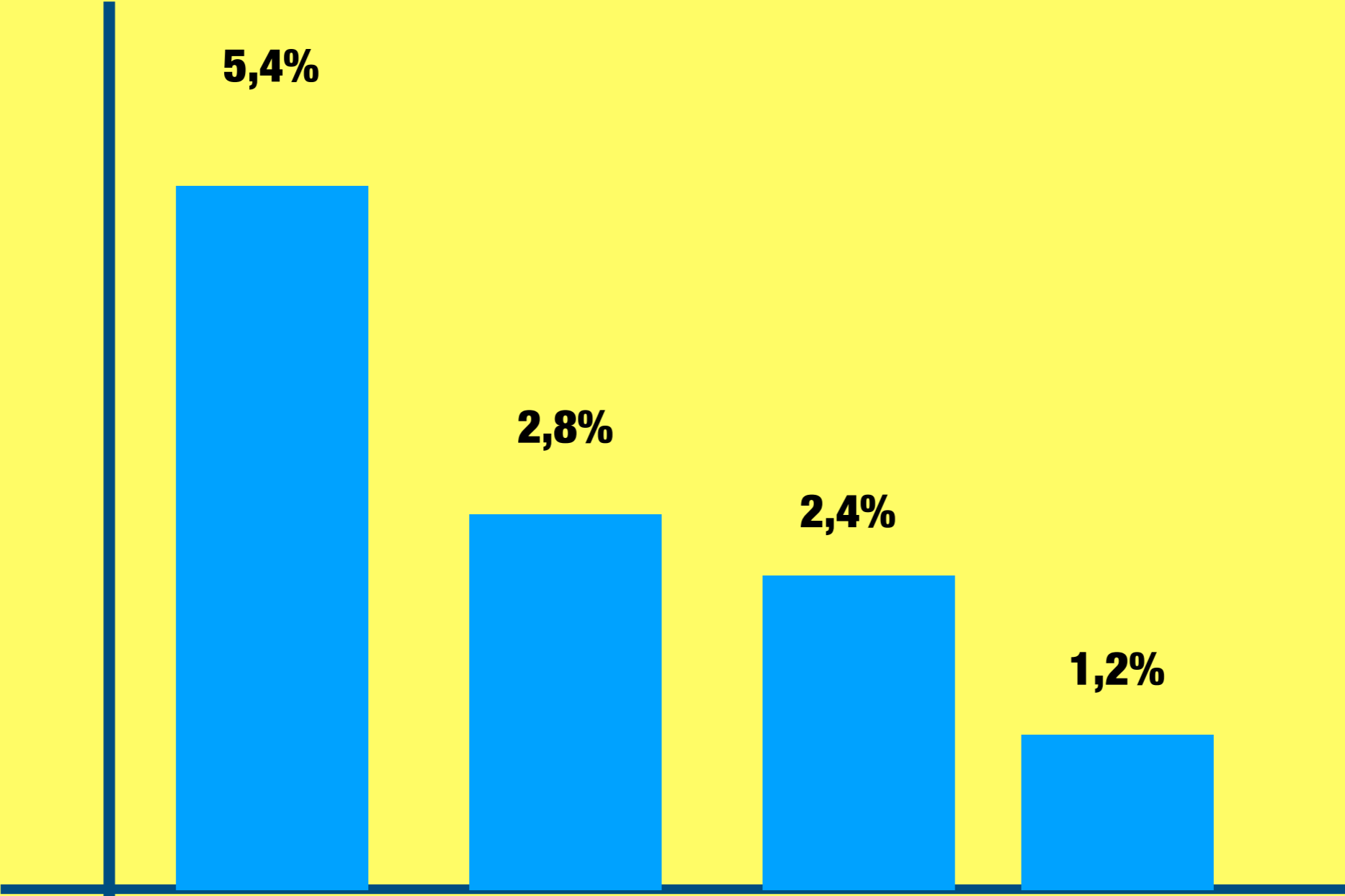




**The end of likes.**

**Organic  
social growth  
is over**





**2015**

**2016**

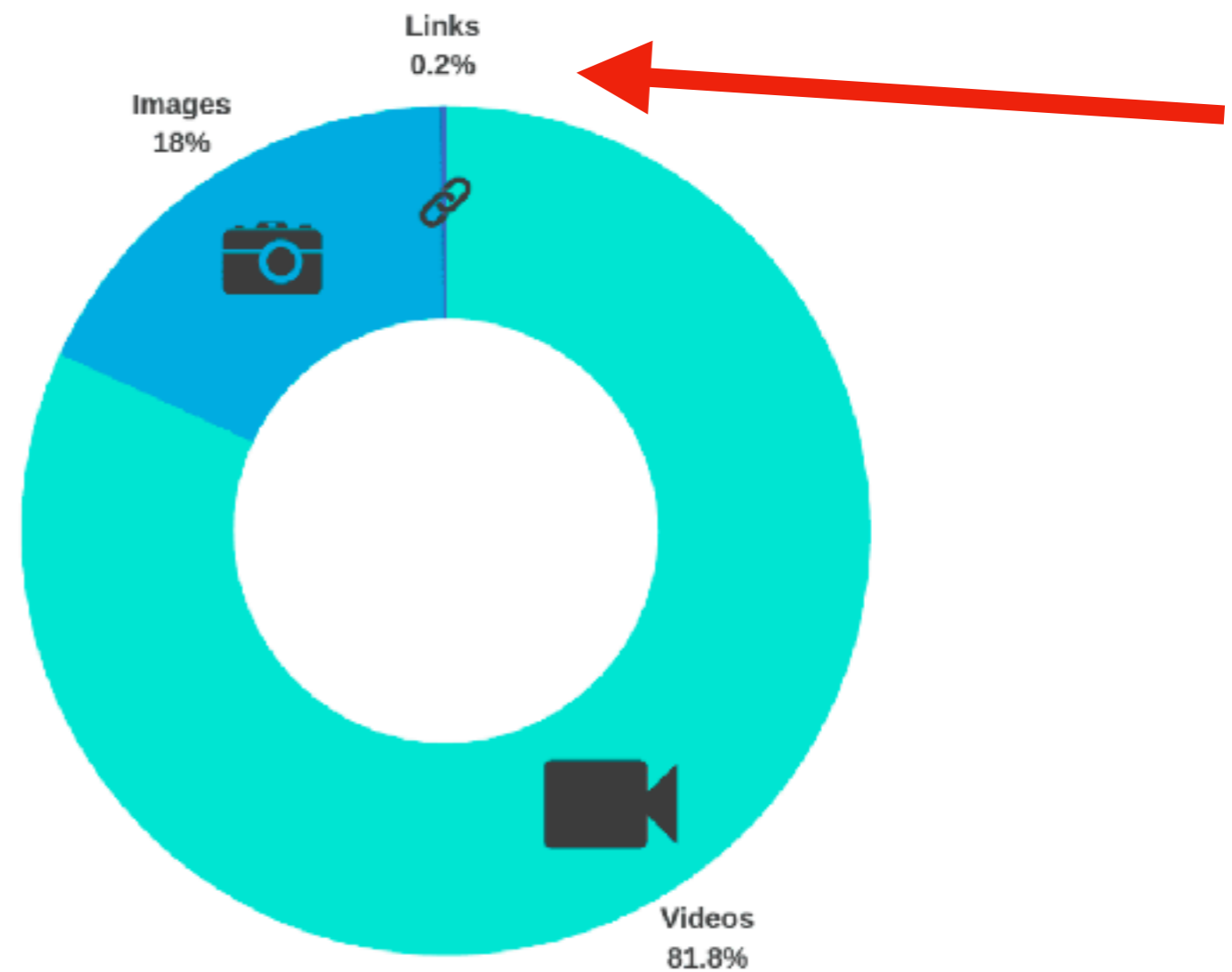
**2017**

**2018**

**Facebook organic reach**

# What 777,367,063 Facebook Posts Tell Us About Successful Content in 2019 (New Research)

Facebook Top 500 Posts of 2018 (Type)



Buzzsumo

Buffer



If you wanna  
play you have  
to pay.

**1. Growing distrust sociale media**

**2. Organic reach is over**

**(‘If you wanna play, you must pay’)**

**3. Decline of social shares**

**4. Regain control of your audience**

[Contact](#)

[FAQ](#)

[For students](#)

[Production specs](#)

[Ticket information](#)



## Folken is one of Stavanger's oldest, best and busiest live concert venues.

International, national and local artists and bands in all genres perform on our three stages. Established in 1968 Folken has a long and proud history of providing excellent and intimate live music experiences to the audience of the city and the region of Stavanger.

Folken is also a center for cultural student activities, where students are invited to think up and create whatever is meaningful to them. A professional administration is in place to help facilitate and make plans become reality. Are you studying in Stavanger, please make sure to read the information [provided here](#) also.

Our goal is to stimulate interest in live music and other cultural activities, both on the producing and the receiving end. Folken is a terrific arena to spend time and make new friends. If you are new in town, Folken must be one of the best ways to get off to a good start!

### The rooms

The bar and café on the first floor with its relaxed atmosphere hosts regular events such as quizzes, jams and more. Coffee is regular, wifi is free, student discounts are very real and even though food is not served here, you are welcome to bring you take-away from somewhere else. A good way to keep up with what is going on is by following the [page on Facebook](#). Remember to bring your student card when you visit Folken to get the discounts for events and in the bar.

The basement, Grottene, with it's 180 people capacity has a small stage, dance floor and foosball table and is a great option for parties and small live shows.

The main venue, Storsalen, has a maximum capacity of 650 people when local, national and international acts in all genres perform here. The main hall is also used by the [film club](#) for debates, parties and other events.





14:30 - 16:30

## **Workshop: Facebook Ads manager**

*Sted: Zetlitz*

Ønsker du å ta some-annonseringen din til neste nivå?

Annonsering på Facebook og Instagram trenger verken være dyrt eller krevende, men vet du hvilke muligheter du har? Elisabeth er fagansvarlig for sosiale medier i Oculos AS og er en kløpper på annonsering på Facebook og Instagram. Hun holder jevnlig workshops hvor hun gjennomgår Facebook Annonseadministrasjon (Ads Manager) fra A-Å og gir gode tips om målgrupper, formater, pixler og A/B-testing. I denne workshopen lærer du å utnytte det enorme annonseringspotensialet du har i Facebook og hvordan du løfter resultatene dine til neste nivå.

Workshopen passer for deg som allerede er godt i gang med annonsering på Facebook, men som trenger en grundig innføring i Facebooks Annonseadministrasjon. For å få godt utbytte av denne workshopen er det en stor fordel at man har en annonsekonto på facebook og har gjennomført noen annonseringer. Det anbefales på det sterkeste at alle deltakere har med egen Mac/PC og ha gjerne et par spørsmål klare til workshopen.

v/ Elisabeth Vikanes

# Music Cities Network 2017








## THE FUTURE OF VENUE COMMUNICATION

Study Results & Action Plan:  
Audience Development for Venues & Festivals

» When talking about Marketing it's more flyers and posters again than five years ago. But it's mostly Facebook. «

Merlijn Poolman, Popstad BV Groningen & Subciety, Groningen/NL

-  Je vrienden uitnodigen om deze pagina leuk te vinden
-  27.030 personen vinden dit leuk
-  27.568 mensen volgen dit
-  Jason A Miller vindt dit leuk of is ingecheckt
-  162.876 check-ins



**Vicar Street**  
27 september om 11:11 · 🌐

⋮

Critically acclaimed comedian [Chris Ramsey](#) is hitting the road for his biggest ever stand-up tour in 2020 including a date for Dublin's [Vicar Street](#) on 5th November. Tickets go on sale tomorrow morning at 10am 🙌




 1

 Leuk

1 opmerking

 Opmerking

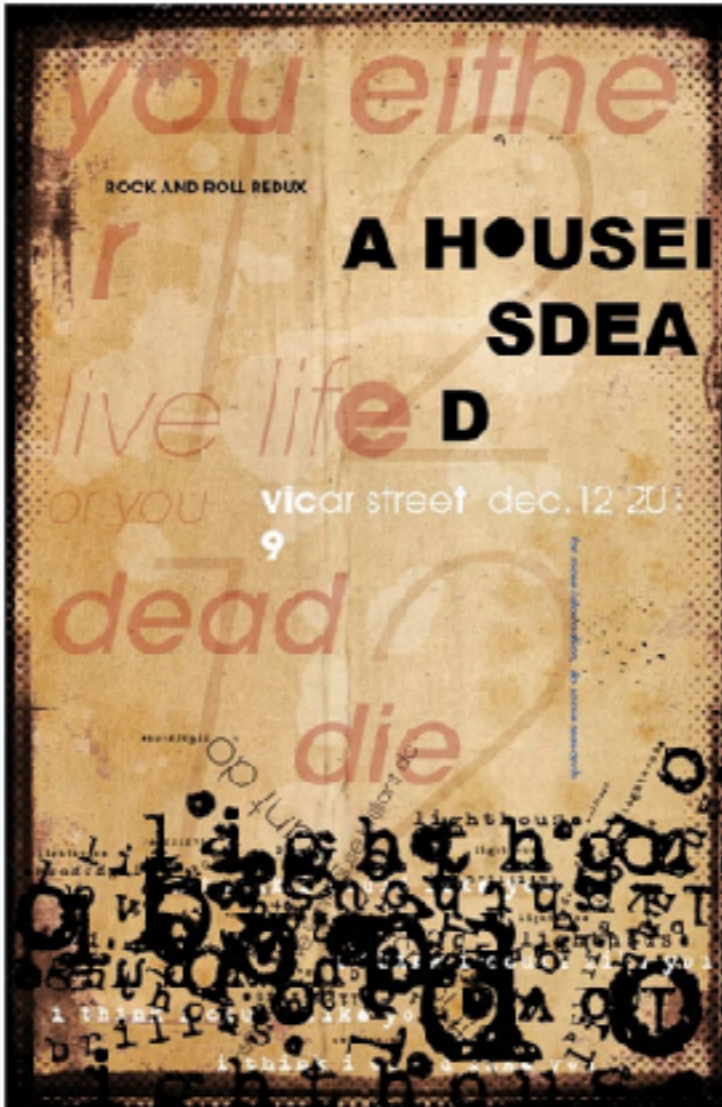
 Delen





**Vicar Street**  
26 september om 16:01 · 🌐

⋮


AHOUSEISDEAD will perform #IAMSTILLTHEGREATEST for the final time at [Vicar Street](#) on 12th December. Tickets on sale now >>> <http://bit.ly/2IMSXPX>



 2

 Leuk

Opmerking

 Delen



**Vicar Street**  
24 september om 16:45 · 🌐

⋮

We've got a wonderful night lined up for the Matt Talbot Community Trust tomorrow with [Jessie Buckley](#) // [ScullionBand](#) // [Natalya O'Flaherty](#) // [John Connors](#) // [Emmet Kirwan](#) // [Alex Murphy \(The Young Offenders\)](#) & [Martin Hayes](#).

Very limited tickets now remain, book today >>> <http://bit.ly/2X9a5Mw>



 3

 Leuk

2 opmerkingen

 Opmerking

 Delen

Community

Alles weergeven

- Je vrienden uitnodigen om deze pagina leuk te vinden
- 48.696 personen vinden dit leuk
- 49.610 mensen volgen dit
- Jason A Miller vindt dit leuk of is ingecheckt
- 84.376 check-ins

Berichten

The 100 Club  
23 uur

Ray Gelato & His Giants returns to the 100 Club on the 16th of November to celebrate their 25th year together as a band. They've been a brilliant staple of the club for all those years.

Tickets available at - <https://www.wegotickets.com/100club/event/482587>



18

4 opmerkingen 9 keer gedeeld

- Leuk
- Opmerking
- Delen

The 100 Club  
3 oktober om 12:52

The 100 Club's Jeff talks to Ray Gelato, long time friend of the venue, about all things to do with the club. They go through it's history, the ups and downs of running it, and it's future.

Take a listen at -



PODCASTS.APPLE.COM  
Gelato's Parlour on Apple Podcasts  
Music · 2019

9

1 opmerking

The 100 Club  
30 september om 12:52

Indie Daze returns to the 100 Club once more



100 CLUB  
LONDON

indiedaze

Tuesday  
October  
1st  
The Primitives  
+ The Popguns  
+ Bromide

Wednesday  
October  
2nd  
Miles Hunt (The Wonder Stuff)  
+ Nigel Clarke (Dodgy)  
+ One Eyed Wayne

Thursday  
October  
3rd  
Thousand Yard Stare  
+ Jack Adaptor  
+ Elucidate

Friday  
October  
4th  
The Frank & Walters  
+ Tom Hingley & The Kar-Pets  
+ One Eyed Wayne

100 CLUB  
100 Oxford Street, London

Tickets Available from: See Tickets / We Got Tickets  
[www.mure-elfphant-music.co.uk](http://www.mure-elfphant-music.co.uk)



8

4 keer gedeeld

- Leuk
- Opmerking
- Delen

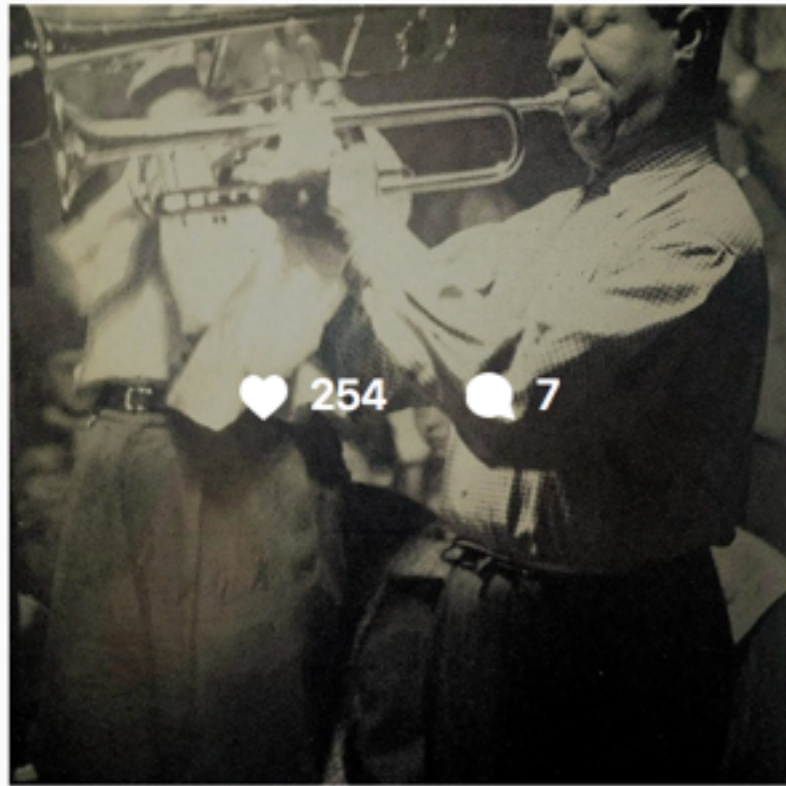


100clubloncon

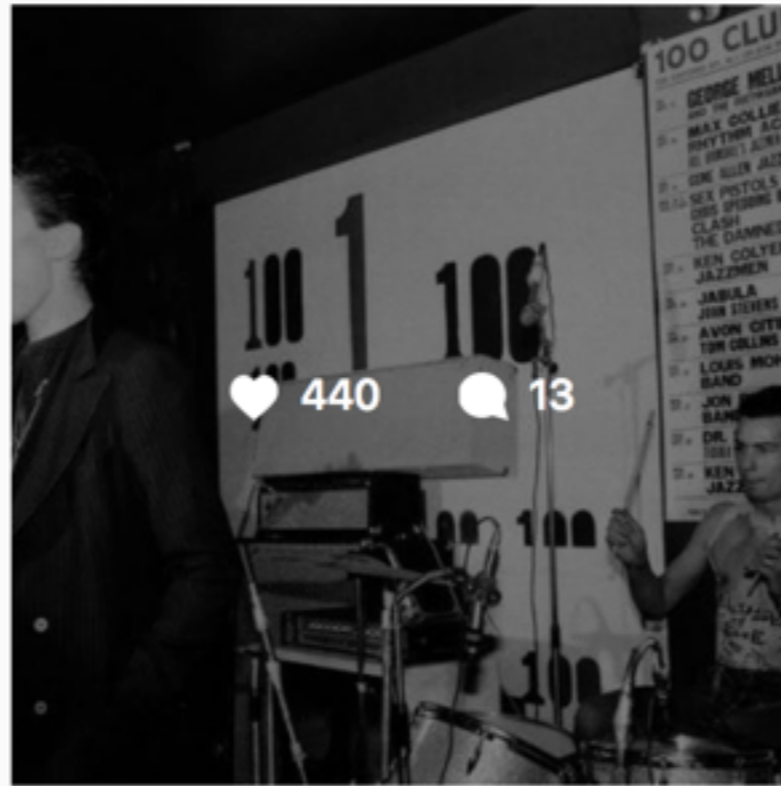
Volgen

551 berichten 7804 volgers 1.048 volgend

The 100 Club  
Legendary venue at 100 Oxford St, London.  
RESOLUTION19  
www.the100club.co.uk



254 7



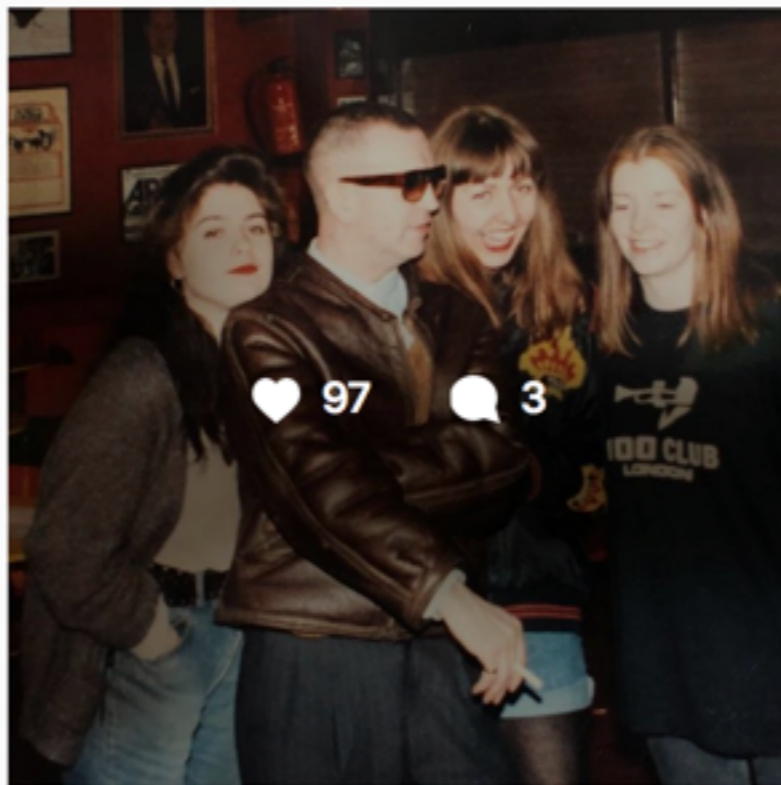
440 13



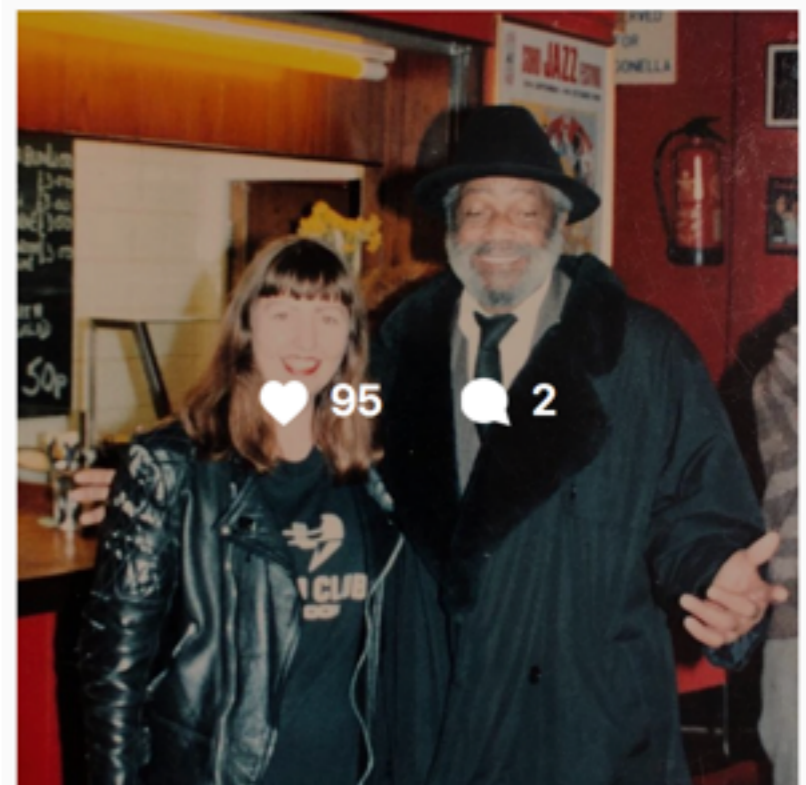
116 3



121 3



97 3



95 2



rockefelleroslo

[Volgen](#) ▼ ⋮

2.922 berichten

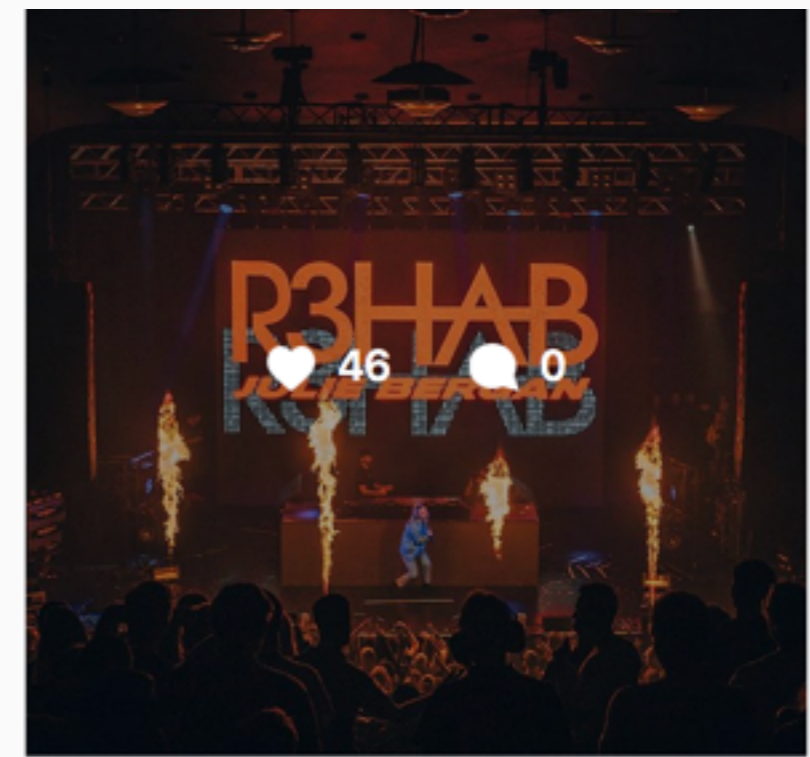
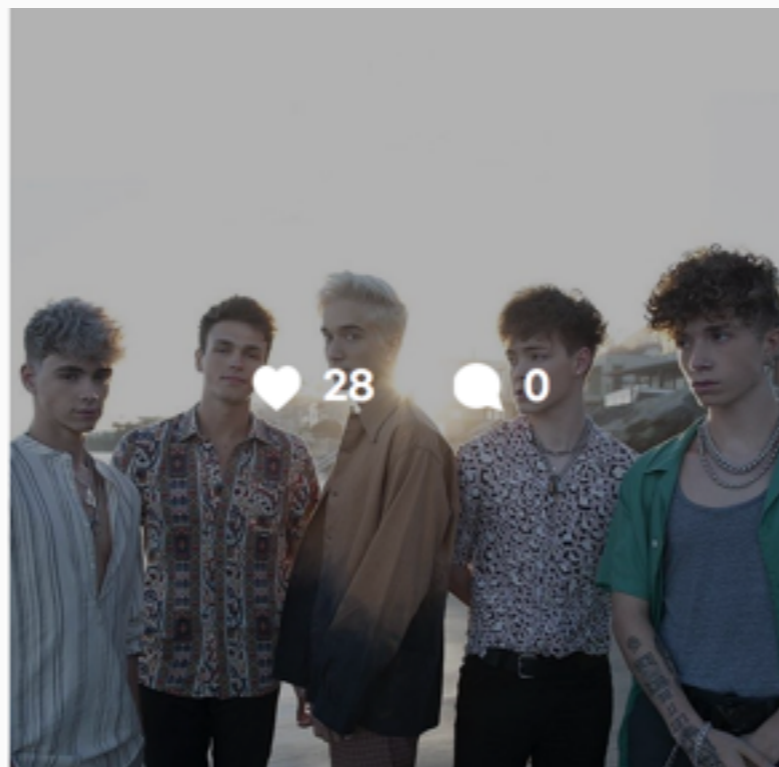
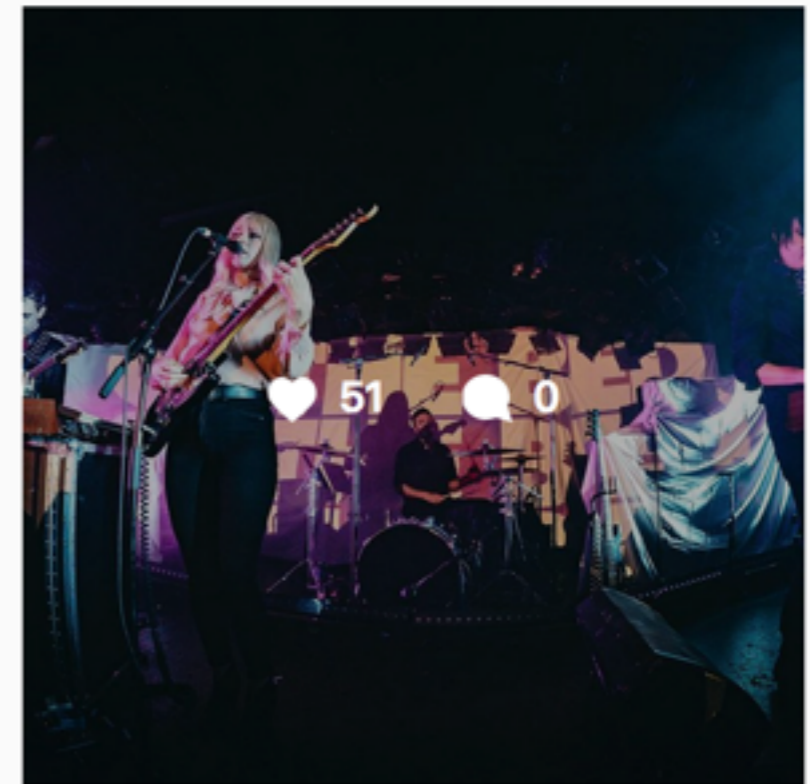
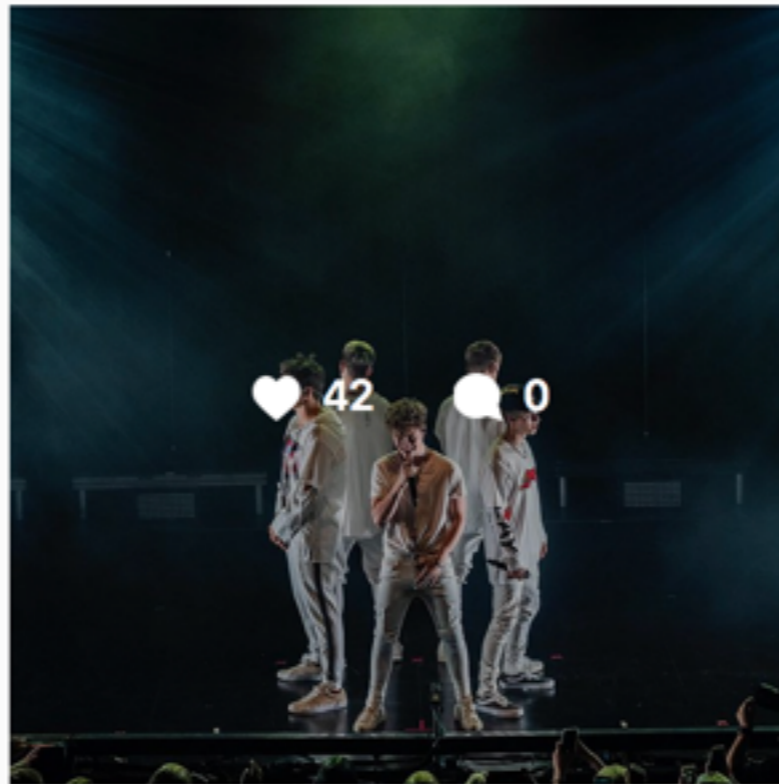
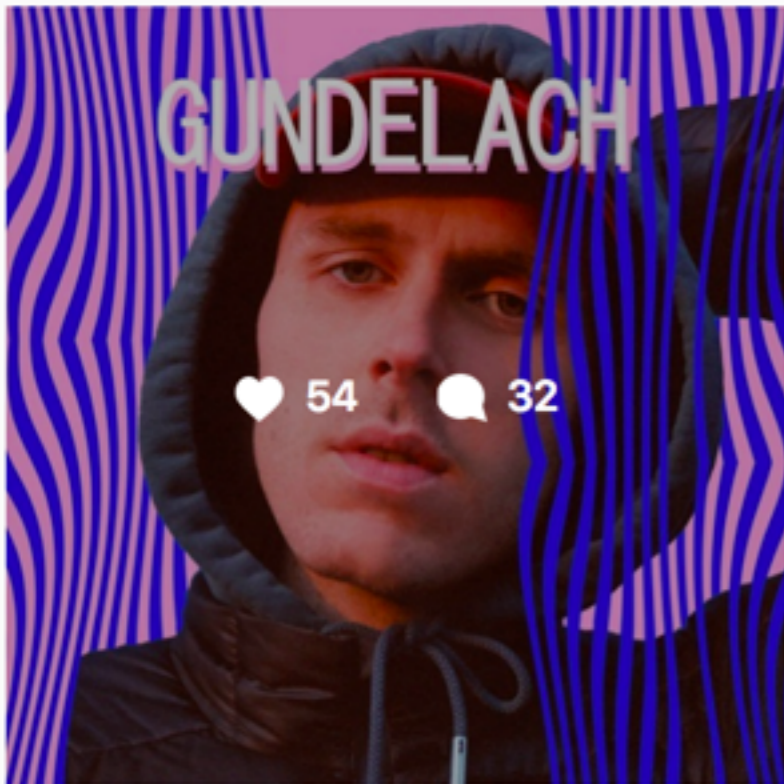
18,7k folgers

571 volgend

RF / JD / SS

Høstprogrammet:

[bit.ly/2MIU3se](https://bit.ly/2MIU3se)





**Website: information**

**Contentmarketing platform:**

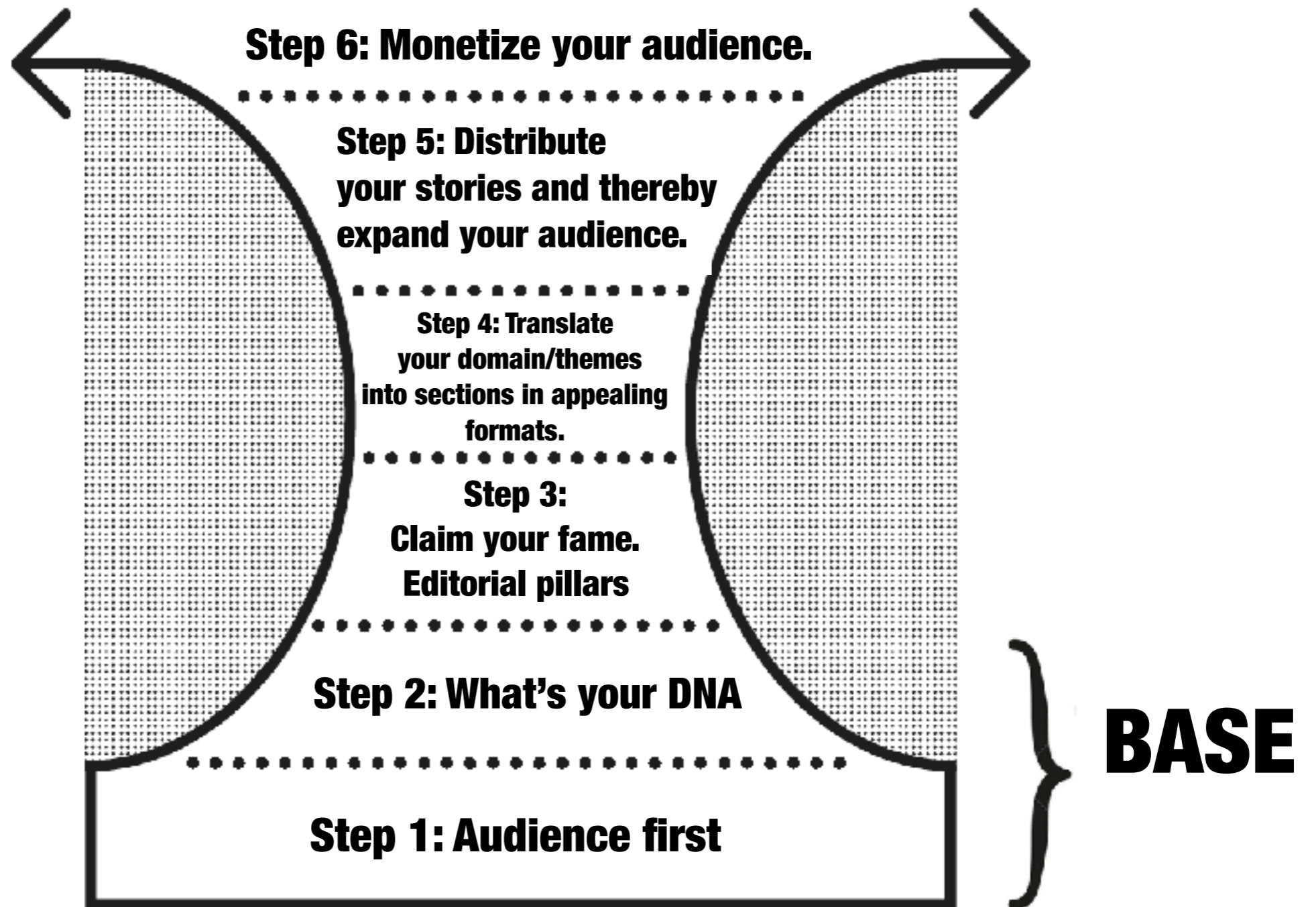
**Inspiration/clubhouse**

**Newsletter: 1 to 1**



**A platform from a brand with ongoing stories around a theme  
(or several themes) with an editorial formula  
and a clear distinctive face.**

# CP MODEL





**Audience first**

# **Audience**

# **Target group**

**Already exists**

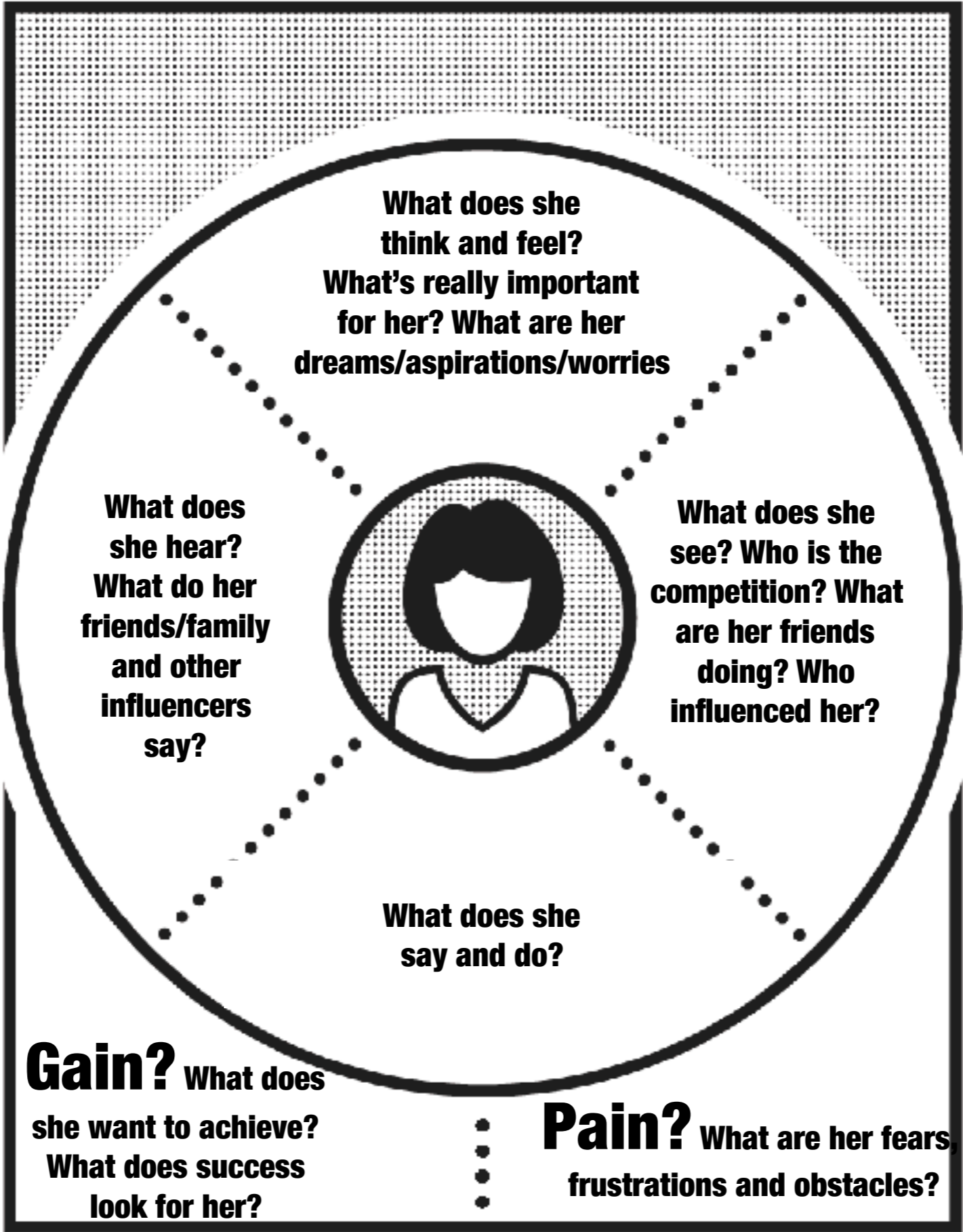
**Designed on a spreadsheet.**

**Group determines  
interaction**

**Group YOU want to reach.  
But do THEY want to hear you?**

**Build on the basis  
of trust and  
loyalty**

**Get their attention  
using mass media**



# EMPATHY MAP



Everybody  
is nobody.



Group

# Identity.

Subculture.

Confirmation.

(Hiphop, blues, metalheads)

**FAN**

# Party.

Going crazy. Sing along.

Recognition. Together.

(Club Nights, 80's, 90's Party,  
Tribute Bands)

**PARTYING**

Taste

**EFFENAAR**

Fun

# Enrichment.

Discover the new.

Being first.

Inform others

**SURPRISE**

# Occasion.

Meeting friends.

Having a good time.

**FRIENDS ARE THERE**

individual

Community

Alles weergeven

Je vrienden uitnodigen om deze pagina leuk te vinden

6.997 personen vinden dit leuk

7043 mensen volgen dit

Lara Ankersmit en 2 andere vrienden vinden dit leuk




**Melkweg Reggae**  
@melkwegreggae

**Melkweg Reggae**  
15 augustus · 🌐

The Skints live met 'Restless'. Zaterdag 5 oktober in de OZ!  
Tickets & info:  
The Skints - Melkweg Amsterdam  
[www.melkweg.nl/reggae](http://www.melkweg.nl/reggae)



12.494 weergaven

**The Skints**  
14 augustus · 🌐

🎧 HEADPHONES ON! 🎧 Restless performed Live at The Lab in full! Come see us on our Swimming Lessons Tour 2019 [theskints.com/live](http://theskints.com/live)  
OCTOBER  
3 BADEN, CH - Royal  
4 GRON...  
Meer weergeven

👍 16      4 opmerkingen 3 keer gedeeld

👍 Leuk      💬 Opmerking      ➦ Delen

**Melkweg Reggae**  
3 september · 🌐

Op vrijdag 20 september presenteren Reggae Vibrations & Caribbean Creativity een filmavond met The Reggae Boyz Movie, een hilarische documentaire over de bewogen kwalificatiereeks van het Jamaicaanse mannenvoetbalelftal voor de WK 2014 in Brazilië. Vooraf draait de short Surf Girls Jamaica.

Tickets & info:  
Reggae Vibrations Film: Reggae Boyz (+ Surf Girls Jamaica)  
[www.melkweg.nl/film](http://www.melkweg.nl/film)



Als 'Tappa' Whitmore dieses Tor schoss.

14.030 weergaven

**The Reggae Boyz Movie**  
23 april 2018 · 🌐

REGGAE BOYZ  
Ein Film von Till Schauder  
Ab 3. Mai 2018 im Kiro  
... Meer weergeven  
Vertaling bekijken

👁️ Kijk samen met vrienden of met een groep      🎬 Videoparty starten

👍 19      1 opmerking 2 keer gedeeld

**Melkweg Reggae**  
6 september · 🌐

Zaterdag 5 oktober zijn The Skints weer terug in onze OZ! Onlangs brachten ze hun vierde album 'Swimming Lessons' uit met o.a. de single 'Restless' featuring Protoje 🔥  
Video: <https://youtu.be/N-lh60GKAOW>  
Tickets & info: ... Meer weergeven



👍 44      1 opmerking

👍 Leuk      💬 Opmerking      ➦ Delen



paradisohiphop

Volgen



90 berichten

2.379 volgers

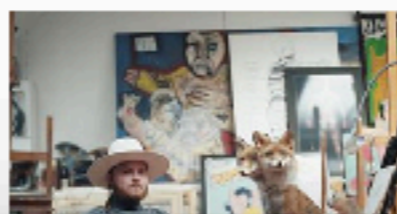
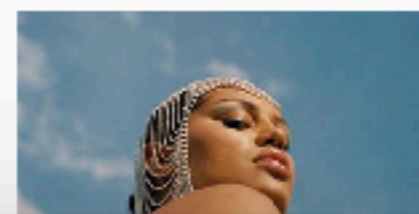
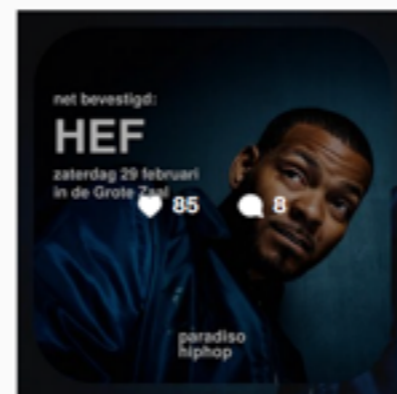
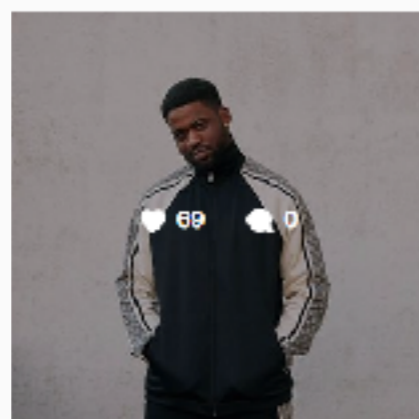
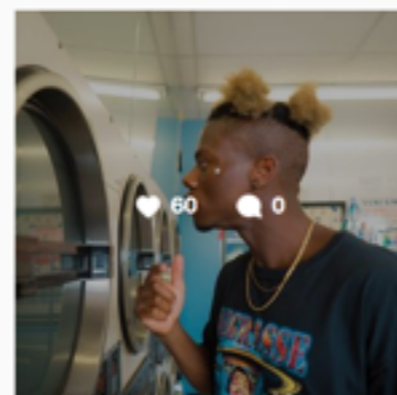
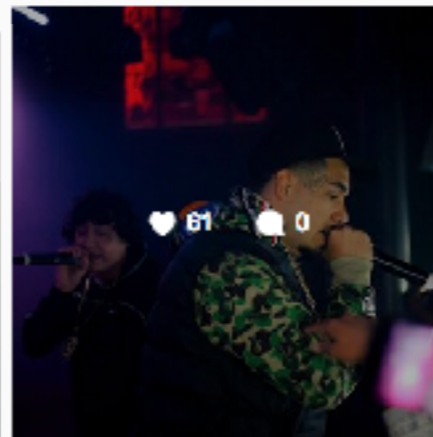
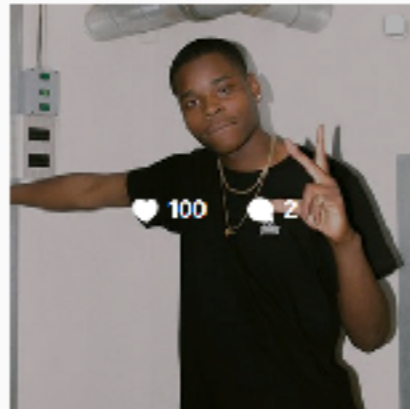
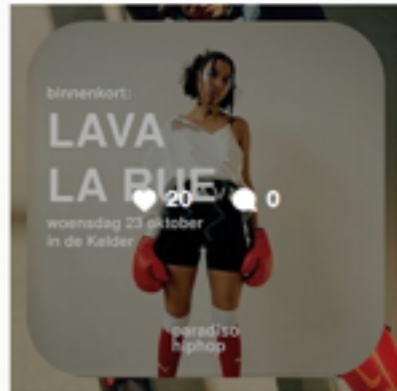
222 volgend

Paradiso Hiphop  
paradisohiphop.nl

Gevuld door emsterdams.hart, royberkenhamer, paradisoadam + nog 1

BERICHTEN

GETAGD





[Indiestad](#)

[Aanmelden concerten](#)

[Blog](#)

[De Indiestadpas](#)

[Ambassadeurs](#)

[Contact](#)



4 okt.  
**Ambassadeurs**  
ontdekken de maan als  
inspiratie



4 okt.  
**Corridor** staat garant  
voor geniale gitaarpop  
en epische snoekduiken

## Blijf op de hoogte van nieuwe indiemuziek

Op het blog van Indiestad lees je artikelen over de nieuwste indiemuziek of updates van indiegiganten die al veel langer bezig zijn. Ook verschijnen hier met enige regelmaat interviews met artiesten.



2 okt.  
**45ACIDBABIES**  
Inventief, scherpgerand,  
een tikje weird...en toch  
altijd poppy



27 sep.  
**Balanceren op het  
scherp van de snede  
met LIFE**



24 sep.  
**Britten domineren  
Hamburg's Reeperbahn  
Festival** toch weer



19 sep.  
**Vanavond Indiestad:**  
interviews met Pile, The  
Stroppies en Penelope  
Isles

[Indiestad](#)

[Aanmelden concerten](#)

[Blog](#)

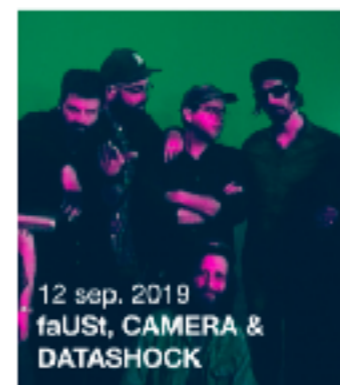
[De Indiestadpas](#)

[Ambassadeurs](#)

[Contact](#)



15 aug. 2019  
**Elephant Gym**



12 sep. 2019  
**faUST, CAMERA &  
DATASHOCK**



# +Newsletter

## Haal alles uit je pas

De Indiestadpas 2019 geeft je voor 25 euro een kalenderjaar lang toegang tot minimaal 52 concerten. De pas laat je kennis maken met nieuwe, spannende artiesten en geeft je de mogelijkheid om op een laagdrempelige manier naar concerten te gaan op vele locaties in Amsterdam.

# SUGAR MOUNTAIN

presents

Sugar Mountain

Agenda

Blog

Ambassadeurs

Shop

Over

Concert

OPBM Festival



4 okt.  
Quaker City Night Hawks zagen planken van nu nóg  
dikker kwaliteitshout →

## Sugar Mountain Presents

Vernoemd naar het nummer van Neil Young, is 'Sugar Mountain' de naam van Paradiso's concertserie voor Americana, folk, roots en country. Soms een beetje blues, een enkele keer ook soul, maar altijd met de hand gemaakte muziek recht uit het hart. Voor urban cowboys en girls, folkies, blues afficionados en 'soulkickers'.

f



2 okt.  
Smaak van de ambassadeurs gaat alle kanten op



1 okt.  
Caroline Spence draait haar invalshoek een kwartslag en zegt veel meer

← →

Meld je aan voor onze  
nieuwsbrief

En blij op de hoogte van alle concerten die worden



## SHELTER FROM THE STORM

Het toevluchtsoord voor ongerepte schoonheid. De plek waar TivoliVredenburg in Utrecht al haar roots, americana, blues en aanverwante stromingen uit de Amerikaanse muziekgeschiedenis heeft verzameld. Muziek die puur en vol echtheid, rauw en ongepolijst gespeeld wordt.



WO 16 OKT  
**WALTER TROUT**  
Energieke en legendarische bluesgitarist



VR 18 OKT  
**JON ALLEN**  
Onvervalst vrolijke blue-eyed soul



ZA 19 OKT  
**RAMBLIN' ROOTS FESTIVAL 2019**  
Hedendaags soul, americana, blues, country, roots-rockfestival



DI 29 OKT  
**JESCA HOOP**  
Onvoorspelbare folkliedjes à la Aldous Harding en Julia Holter



WO 30 OKT  
**THE TALLEST MAN ON EARTH**  
Zweedse singer-songwriter met grofkorrelige stem en akoestische gitaar



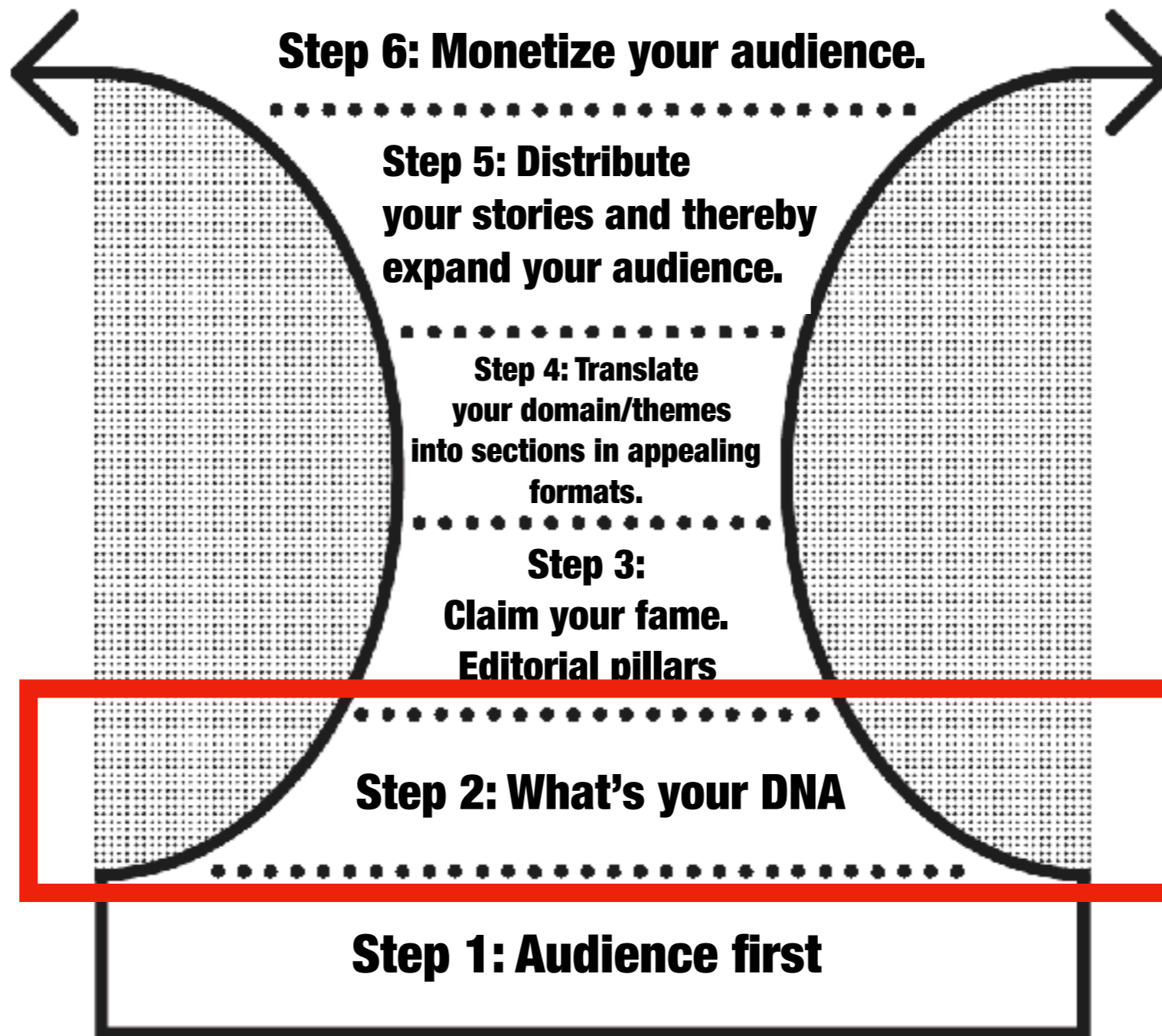
### RAMBLIN' ROOTS FESTIVAL 2019

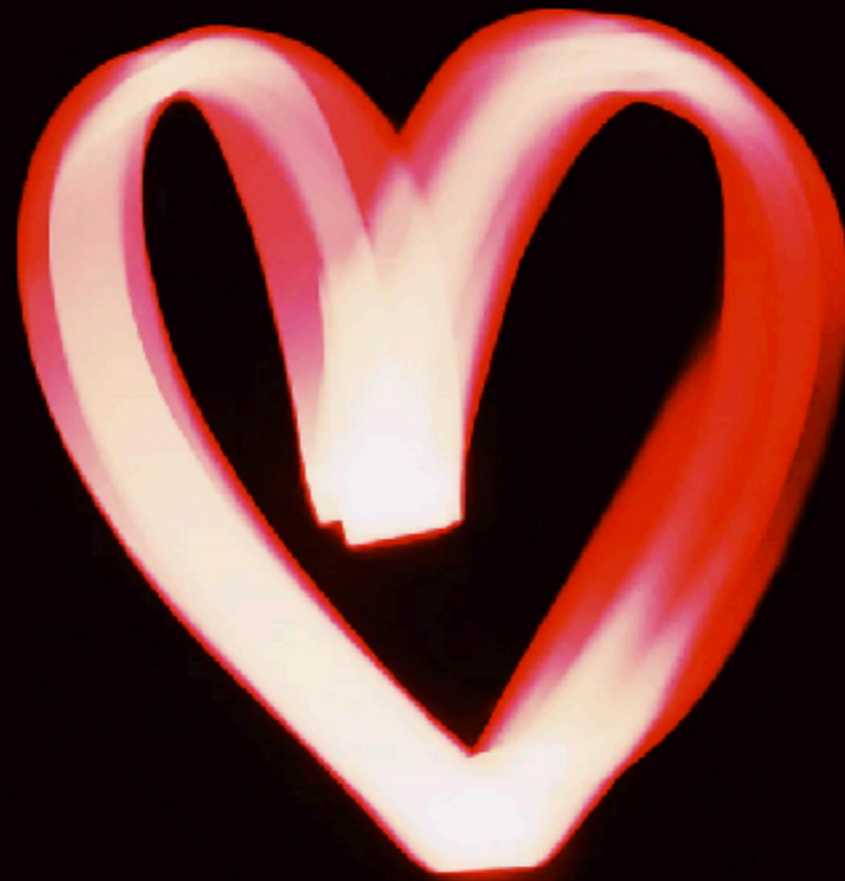
Festival in het teken van authentieke en hedendaagse soul, americana, blues, country, roots-rock en aanverwante muziekstijlen.



### SHELTER STORIES

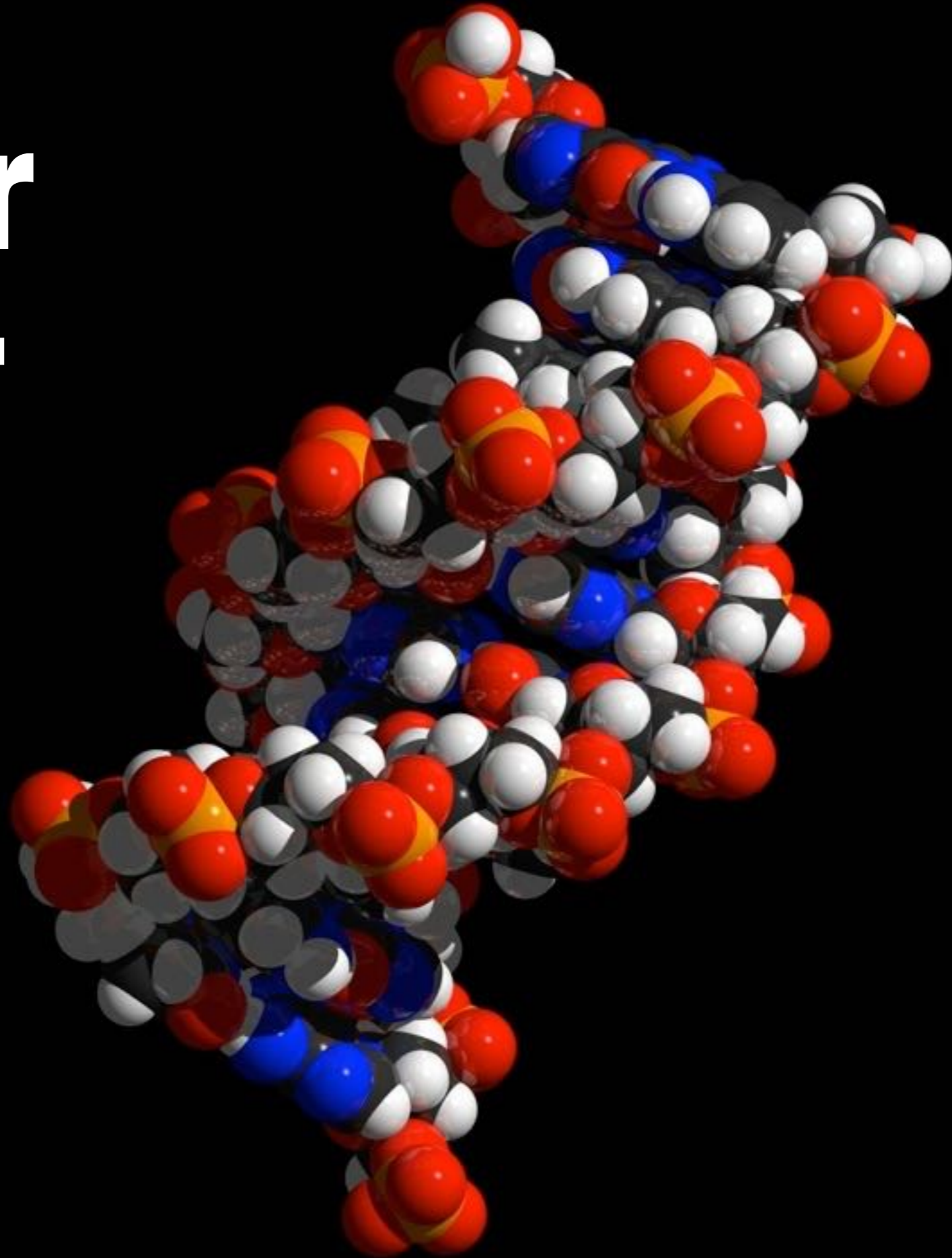
# CP MODEL





**Know who you are. What's  
your DNA. Your distinction.  
Where does  
your company/venue stand for.**

**Your  
EST**



HELLO, WELCOME TO THE WONDERFUL WORLD OF



SITEMENU



SEARCH

#Wonderbar UBIK filmhaus the performance bar  
WORM  
INSTITUTE FOR AVANTGARDISTIC RECREATION

# AGENDA



# PROJECTS

# ABOUT

Contact / Crew / Spaces / Verhuur / Mission / Manifesto / Tickets / Building / Partners / Stager / Venue Specs / Kunstblock / Privacy Policy



SPACES



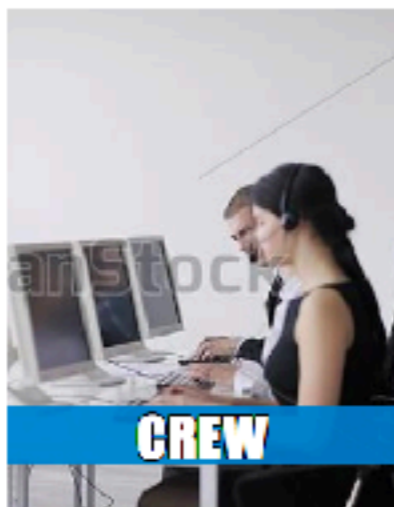
VENUE SPECS



VACANCIES / INTERNSHIPS



KUNSTBLOCK



CREW



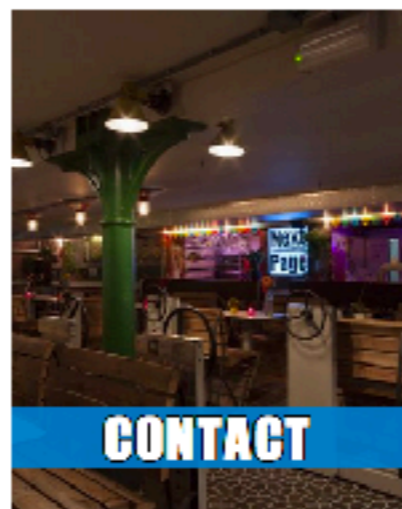
CINEVILLE

# Institute-for-avantgardistic recreationEST



BUILDING

WORM PRIVACY POLICY



CONTACT

**DE HELLING**



**Club-for-the-international-pop-undergroundEST**

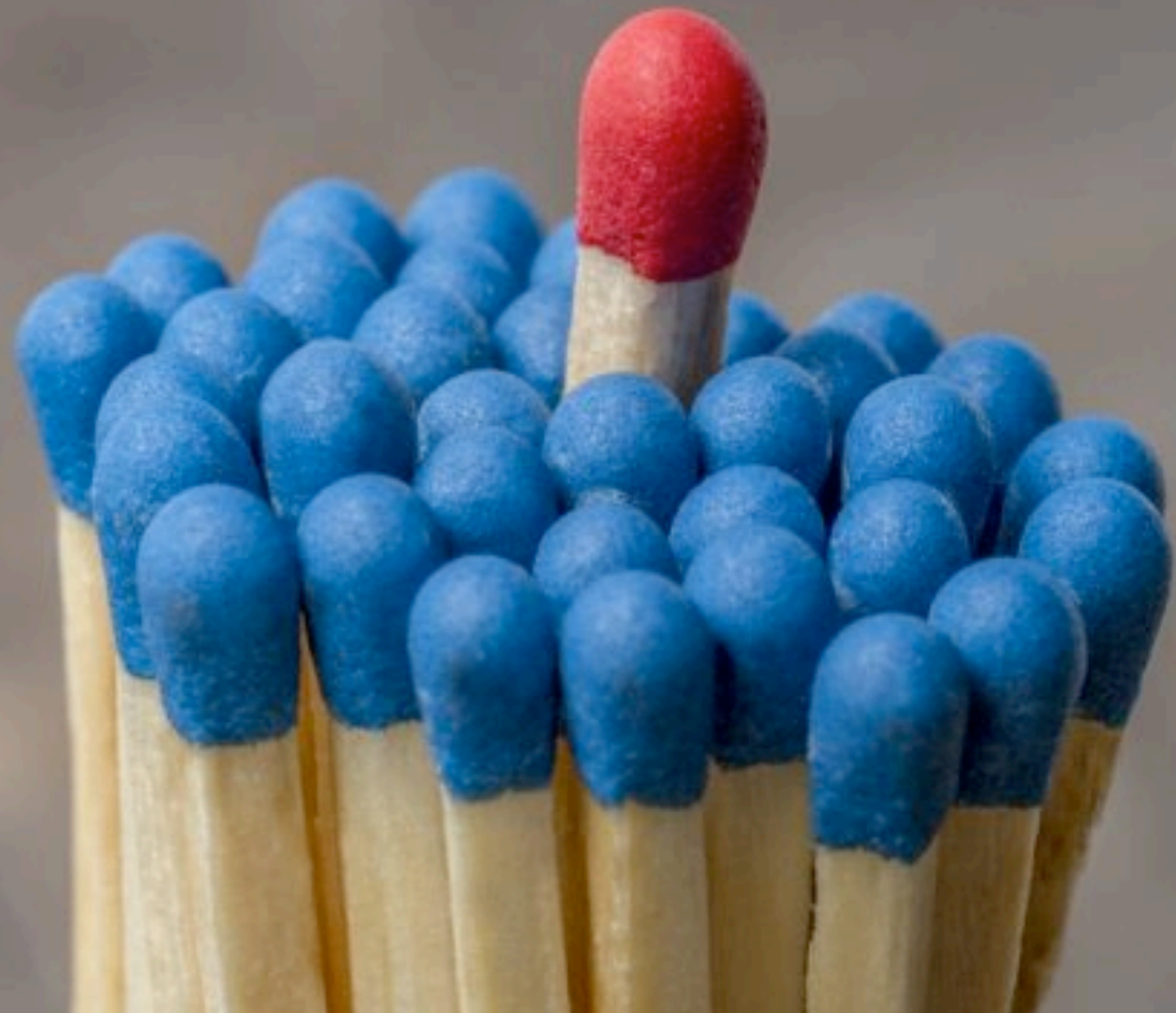
**QuirkyEST**



**Stage-for-nichesEST**

**EXXO**

**What makes you  
different?**



**Paradiso**



**PAARD  
VAN  
TROJE**



# Info@

Building an audience  
on rented land

Where's the  
brand?



**Fuck, I don't  
know.**

**Values**

**Brand essence**

**Brand salience.**

**‘We’ve an excuse: we must be there  
for everyone.’**





**If YOU can't explain why  
your audience should  
come to YOUR venue,  
well, why  
are YOU still there?**





ABN·AMRO



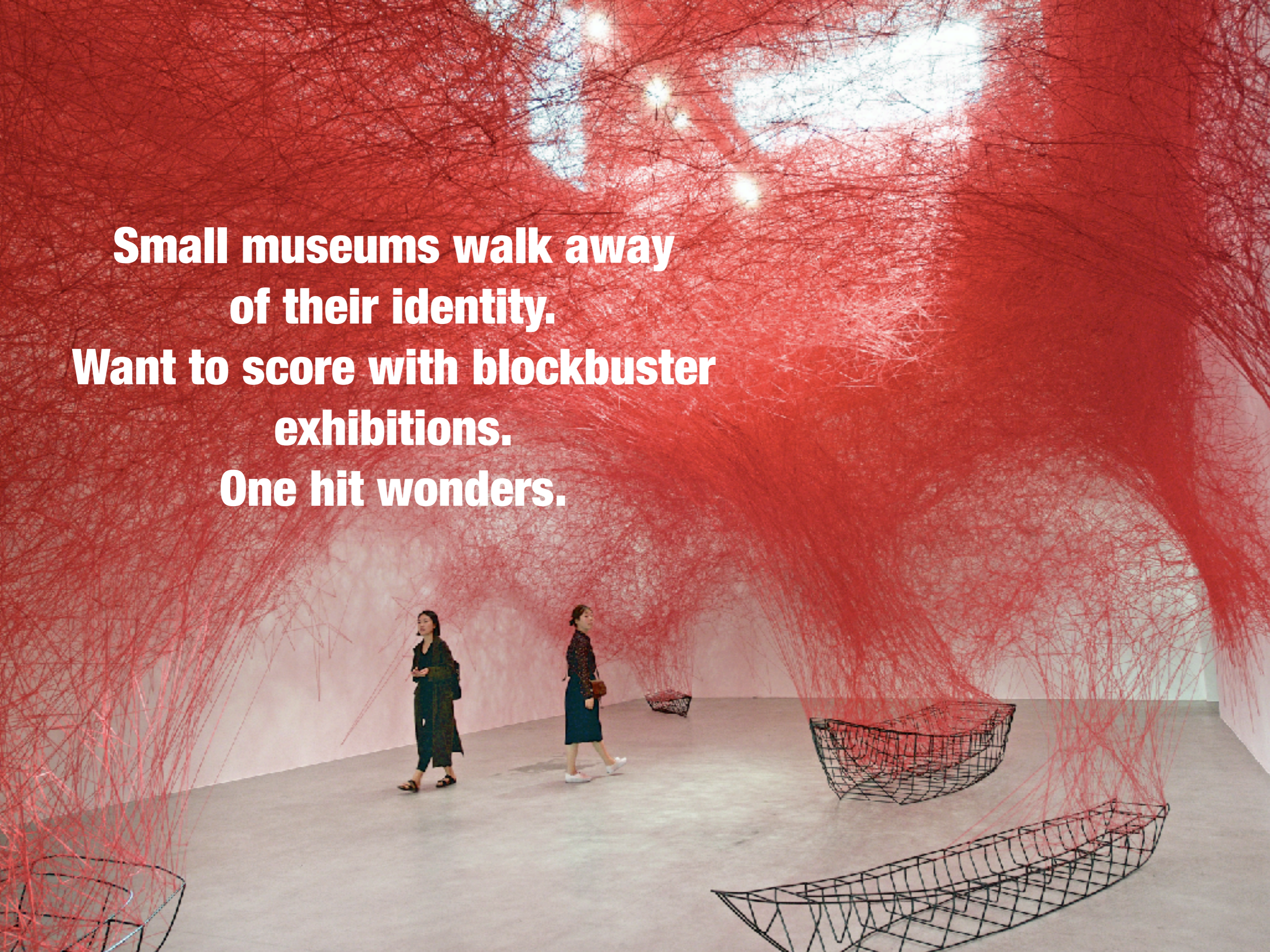
MUSEUM DE FUNDATIE

**64% of the visitors want to know:  
what's the mission/objective of a museum  
44% want to be able to identify themselves  
with museum mission/objective**



**Museums miss out on income  
due to lack or inadequate  
communication  
of their reason for being,  
of their identity**

**Small museums walk away  
of their identity.  
Want to score with blockbuster  
exhibitions.  
One hit wonders.**






**Jurry Oortwijn**  
**Head of Promotion &**  
**Marketing Paradiso**

**‘We don’t have a documented  
marketing strategy.  
And certainly not a well-defined  
brand DNA’.**

**In Paradiso the artist is always at the center  
of everything. We only  
act as a host.**



A large, crowded nightclub with a stage and stained glass windows. The scene is dimly lit with warm, orange and red tones. A large crowd of people is visible, many with their arms raised, suggesting a dance or concert. In the background, a stage is lit up with bright lights, and several performers are visible. The ceiling is equipped with various stage lights and speakers. On the right side, there are several large, arched stained glass windows with intricate designs, including one depicting a figure. The overall atmosphere is vibrant and energetic.

**“We program at 25 other locations in Amsterdam.  
When you get there, you never see a Paradiso  
banner or something like that.”**



**Which focus do you choose?  
Selling tickets or building  
a clear audience on clear values.**

# CP MODEL

**Step 6: Monetize your audience.**

**Step 5: Distribute  
your stories and thereby  
expand your audience.**

**Step 4: Translate  
your domain/themes  
into sections in appealing  
formats.**

**Step 3:  
Claim your fame.  
Editorial pillars**

**Step 2: What's your DNA**

**Step 1: Audience first**





**Claim your fame.**

**Format**

**Format**

**Format**

**Format**

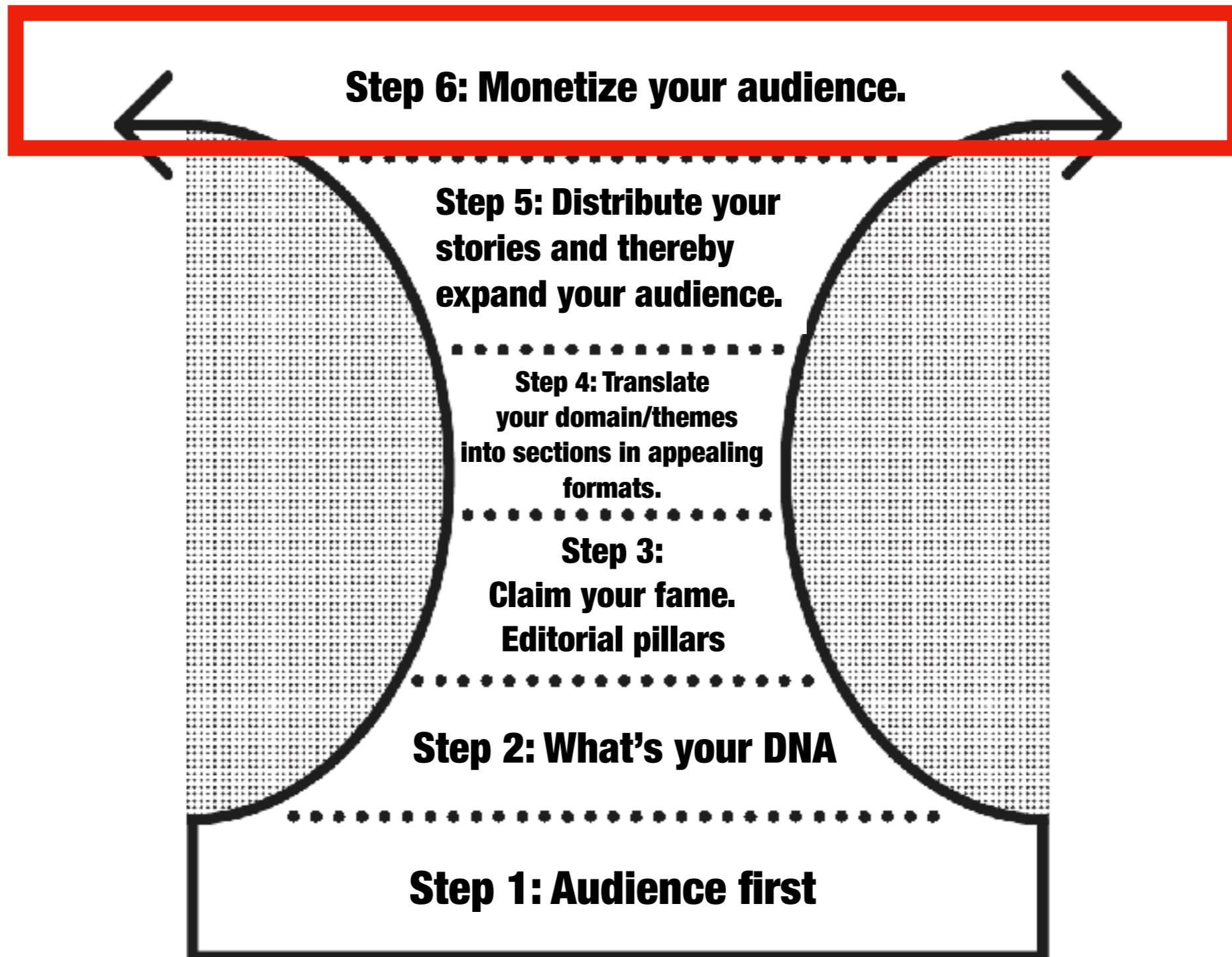
# **EDITORIAL PILARS**

**CENTRAL THEME/THEME'S**

**DNA**

**AUDIENCE**

# CP MODEL





≠



Fan → Customer

Customer → Fan

**Dennis Thom,  
CMO Marketing BVB**

**Celeb Gwyneth Paltrow  
started Goop.com in 2008.  
Weekly newsletter  
with travel-, en shopping  
tips. 1 million subscribers  
in 2016: start own  
clothing line**





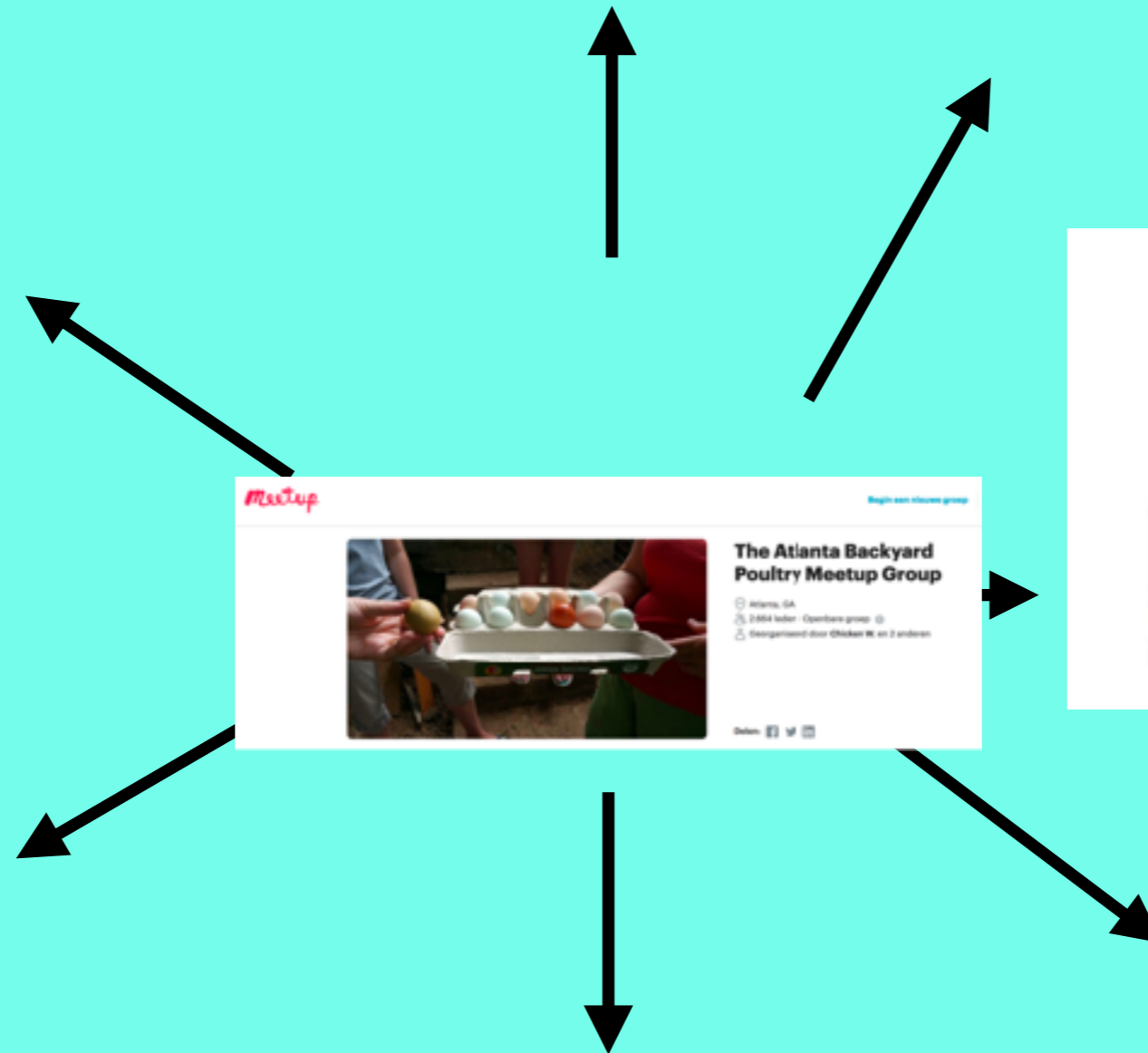
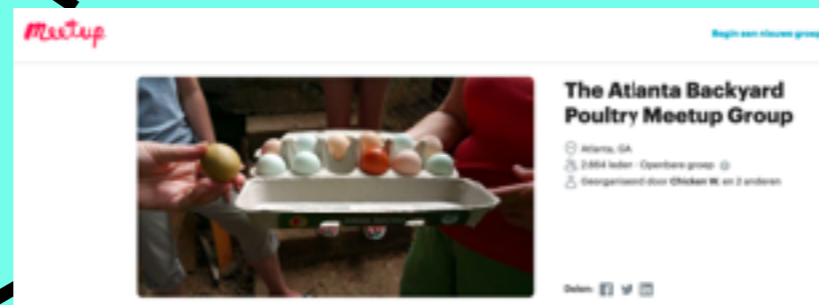
**Tour**



**Radio programma**



**Producten**



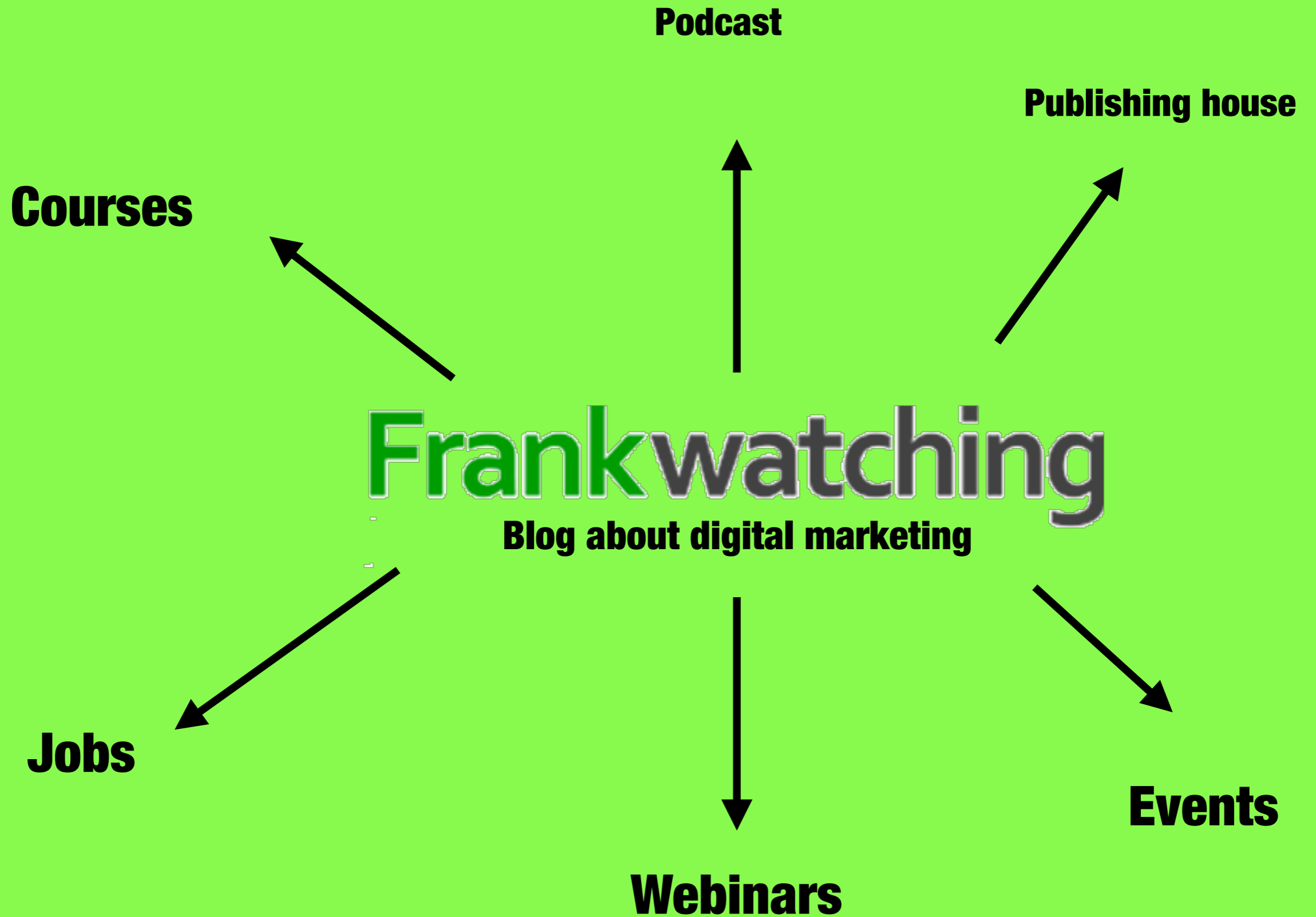
**Boeken**



**Workshops**



**Tijdschrift**



**Record label**

**Events/  
festival**

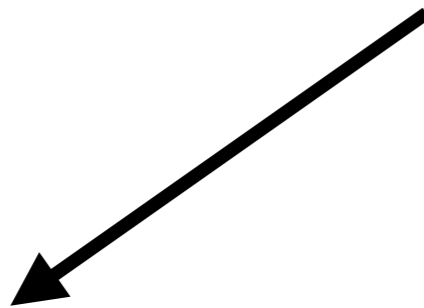
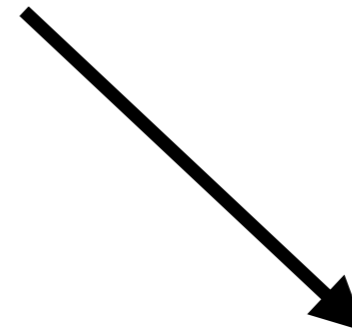
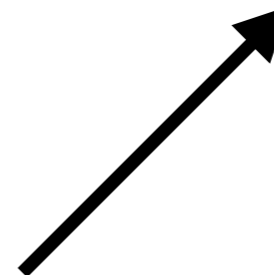
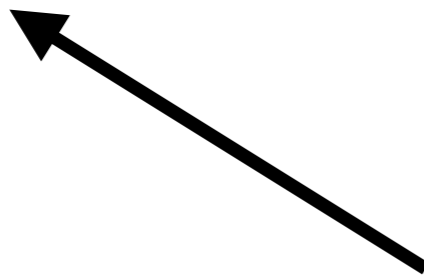


**Soundcloud  
480.000 fans**



**Artists**

**Merchandize**





Don't act  
as a facilitator  
of artists.  
Act as a facilitator  
for fans.





**Turn these fans  
into currency**



Amazon.com: Mayflower P...  
www.amazon.com



Bert & Ernie Men's Sesame ...  
brainstormmyart.com



BUTLERS CARD Bert & Er...  
www.butlers.co.uk



6Pos/Set Sesame Street Plu...  
alltagnoek.com



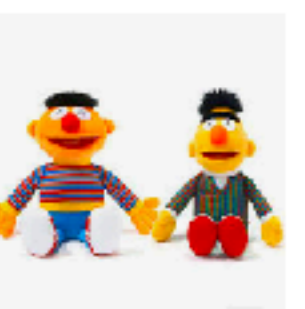
Carion Sesamestraat ELMO ...  
nl.alltagnoek.com



2019 23cm Sesame Street ...  
dhgate.com



2019 23cm Sesame Street ...  
dhgate.com



Bert and Ernie Set Kuws x S...  
mindzai.com



10-Pe Pack of Postcard + ...  
amazon.co.uk



Bert and Ernie: Amazon.com  
amazon.com



Amazon.com: Sesame Str...  
amazon.com



80s Ernie and Bert Baby Swasthirt 12 Month...  
thecapainvintage.com



Bert and Ernie: Amazon.com  
amazon.com



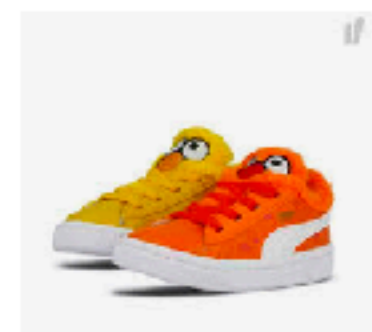
Uniqlo Kawa X Sesame Str...  
ebay.com



Bert And Ernie Onesie for ...  
theartamerica.com



Dept 56 Snowbab as R...  
ebay.co.uk



Puma Shoes Online - Basket Emi...  
gypplay.com.au



Bert & Ernie Men's Premium T-Sh...  
spreadshirt.com



YOU PICK / Vintage Plays...  
pinterest.com



Amazon.com: Blue Cover ...  
amazon.com



Sesame Street Bert Ernie Friends ...  
stylionline.com



Rare Vintage CHANGER Sesame Street ...  
dhgate.com



Bert & Ernie's Berry Juice ...  
appleandevs.com



Bert and Ernie ...  
thegro.com



Amazon.com: Jenlynn Ses...  
amazon.com



Playskal SESAME STREE...  
ebay.com



Bert And Ernie Poster by Se...  
linearamerica.com



YOU PICK / Vintage Plays...  
pinterest.com



Rare Vintage Bert & Ernie ...  
pinterest.com



Bert and Ernie featured in ad for all-home STD test...  
thegro.com



The 14 best Bert, Ernie an...  
pinterest.com



Bert & Ernie Men's M...  
brainstormmyart.com



Amazon.com: Sesame Street ...  
amazon.com



Nieuwe Handpop 35 cm Ses...  
pelleknop.com



Bert And Ernie Poster by Se...  
theartamerica.com



Amazon.com: Sesame. Stree...  
amazon.com



1989 Vintage Sesame Street St Great B...  
ebay.com



Modern Time Plus Post Ca...  
amazon.co.uk



ernie & bert holiday T-shirt by ...  
societ-6.com



Bert and Ernie Sesame...  
80pieces.com

# KING TUT'S WAH WAH HUT

"Quite possibly the finest small venue in the world" NME



Home



**King Tut's Drummer Logo babygrow (natural)**  
£15.00



**King Tut's Logo babygrow (natural)**  
£15.00



**King Tut's Drummer Logo sweatshirt (green)**  
£25.00



**King Tut's Drummer Logo sweatshirt (navy)**  
£25.00



**King Tut's Drummer Logo sweatshirt (light blue)**  
£25.00



**King Tut's logo tote bag**  
£7.00



**King Tut's Logo shirt (khaki)**  
£15.00



**King Tut's Logo shirt (cardinal red)**  
£15.00



**King Tut's Logo shirt (melange grey)**  
£15.00



Cart 0 items | £0.00

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- Mugs
- Whisky
- Tees
- Bags
- gift vouchers
- Plectrums
- Sweatshirts
- Kids

Newest Products

- King Tut's Drummer Logo babygrow (natural)
- King Tut's Logo babygrow (natural)
- King Tut's Drummer Logo sweatshirt (green)
- King Tut's Drummer Logo sweatshirt (navy)
- King Tut's Drummer Logo sweatshirt (light blue)

Top Selling

- £10 Gift voucher
- King Tut's Logo shirt (ash black)
- King Tut's Logo shirt (khaki)
- King Tut's Logo shirt (cardinal red)
- King Tut's Logo shirt (melange grey)

Info

Contact

# HOLLYWOOD BOWL

VIEW YOUR SEASON

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View: 20 30 40



Hollywood Bowl Vintage T-Shirt (Men's)  
\$28.00



Hollywood Bowl 2018 First T-Shirt (Men's)  
\$28.00



Hollywood Bowl Double Time Crop Top T-Shirt  
\$28.00



Hollywood Bowl Double Time Insulated Bottle  
\$29.00



Hollywood Bowl Double Time T-Shirt (Men's)  
\$28.00



Double Time Tote Bag  
\$30.00



Hollywood Bowl Double Time Dual Quilts  
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Hollywood Bowl Double Time Pin  
\$6.95



Hollywood Bowl Double Time Querein Keychain  
\$8.00



Hollywood Bowl Double Time Patch  
\$6.00



Hollywood Bowl Double Time Shot Glass  
\$8.00



Hollywood Bowl Blue Cap  
\$28.00



Hollywood Bowl Blue Cap  
\$28.00



Hollywood Bowl Flip Flop Sandals  
\$15.00



Hollywood Bowl Double Time Mug  
\$13.00



Hollywood Bowl Teddy Bear  
\$22.00



# JOIN CLUB 52

## BE OUR PAL AND JOIN THE CLUB

### 52 WEEKS - 52 OFFERS

We love to treat our pals to free bevs, scrn and guestlist.

From a round on us, to guestlist to our shows, ourselves and our two big sister sites Albert Hall and Gorilla want to treat ya!

Drop us ya digits and fill in the form below for sick deals every week and be the first to know about what's going on at Deaf Institute.



**Paradiso Vinyl Club is het onafhankelijke platenlabel van Paradiso. Het label staat voor nieuwe muziek waar Paradiso in gelooft. Word voor 6 euro per maand lid, steun daarmee veelbelovende artiesten en ontvang exclusieve vinylreleases, downloads, concerttickets en meer!**



The Club was born from the remains of the Mother Love Bone Earth Affair - a fan organization started by Pearl Jam in 1990 as a way for the band to give back to their fans and create a community around Pearl Jam's music. Find out more below and sign up for your exclusive content from Pearl Jam.

EST. 1990 - PRESENT

[LOG IN](#)








[SIGN UP](#)

**ANALOG**

TEN CLUB MEMBERSHIP

**DIGITAL**

TEN CLUB MEMBERSHIP

FEATURES		ANALOG \$40 PER YEAR	DIGITAL \$20 PER YEAR
 FULL WEBSITE ACCESS	Including access to the exclusive membership by members and getting privilege to the Forum.	×	×
 PRIORITY TICKETING	Ten Club holds its own exclusive releases for the live shows and members receive the first access for their tickets which will be sold by first booking.	×	×
 EXCLUSIVE MERCHANDISE	Limited edition posters, vinyl, shirts and all kinds of goodies.	×	×
 MONTHLY EMAIL NEWSLETTER	Offer exclusive releases, tour dates, merchandise and more.	×	×
 CONTEST ELIGIBILITY	Monthly giveaways contests.	×	×
 MERCHANDISE DISCOUNT EVENTS	On-line sales, live events, offer in the Pearl Jam Shop.	×	×
 MEMBERSHIP ITEM	A new limited edition merchandise.	×	

AVAILABLE  
- NOW -



TO THE SHOP

Download on the  
App Store

# THE JESTER'S CURSE

THE JESTER'S CURSE - LUNAR STRAIN: PART ONE™

CREATED BY BLAKE ARMSTRONG. WRITTEN BY BLAKE ARMSTRONG & SCOTT BRAMBLE. ARTWORK BY BLAKE ARMSTRONG & AUSTIN BROOKS.  
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## SIGN UP TO **OUR EMAILS**



Fortnightly emails about all concerts  
and events



Updates on what else is happening at  
Union Chapel

STAY UP TO  
DATE

CHOOSE YOUR  
NEWSLETTER  
NOW

# Sign up to our newsletters

Signup to our emails for:

- Fortnightly emails about all concerts and events
- Updates on what else is happening at Union Chapel

[Sign up here](#)

## *The New Social Network That Isn't New at All*



By Mike Isaac

March 19, 2019

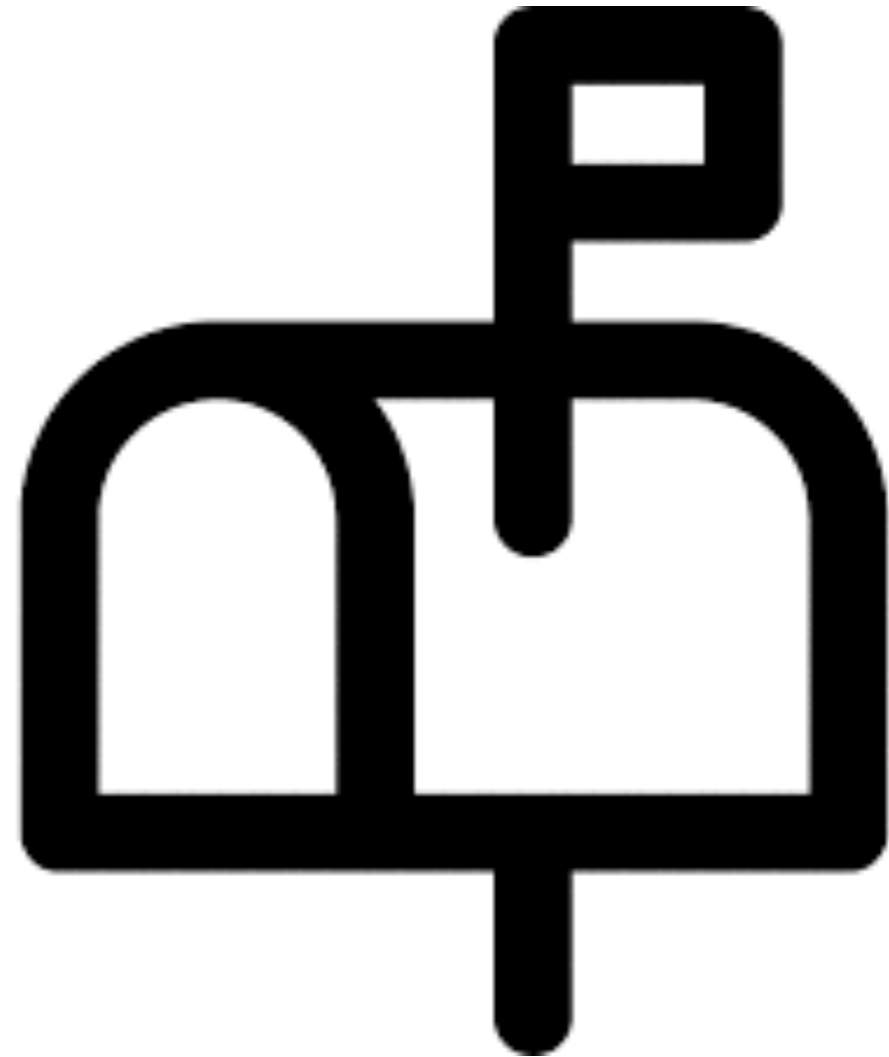


SAN FRANCISCO — My favorite new social network doesn't incessantly spam me with notifications. When I post, I'm not bombarded with @mentions from bots and trolls. And after I use it, I don't worry about ads following me around the web.

That's because my new social network is [an email newsletter](#). Every week or so, I blast it out to a few thousand people who have signed up to read my musings. Some of them email back, occasionally leading to a thoughtful conversation. It's still early in the experiment, but I think I love it.



***Newsletter***



***Mailbox***



**Elisabeth Goodridge,  
editorial director newsletter  
The NY Times  
(55 newsletters  
14 million subscribers,  
2,5 million paying)**

**Know your audience. Know who you are creating your newsletter for. Respect their busy inbox. You want to send them an email they don't want to miss.**

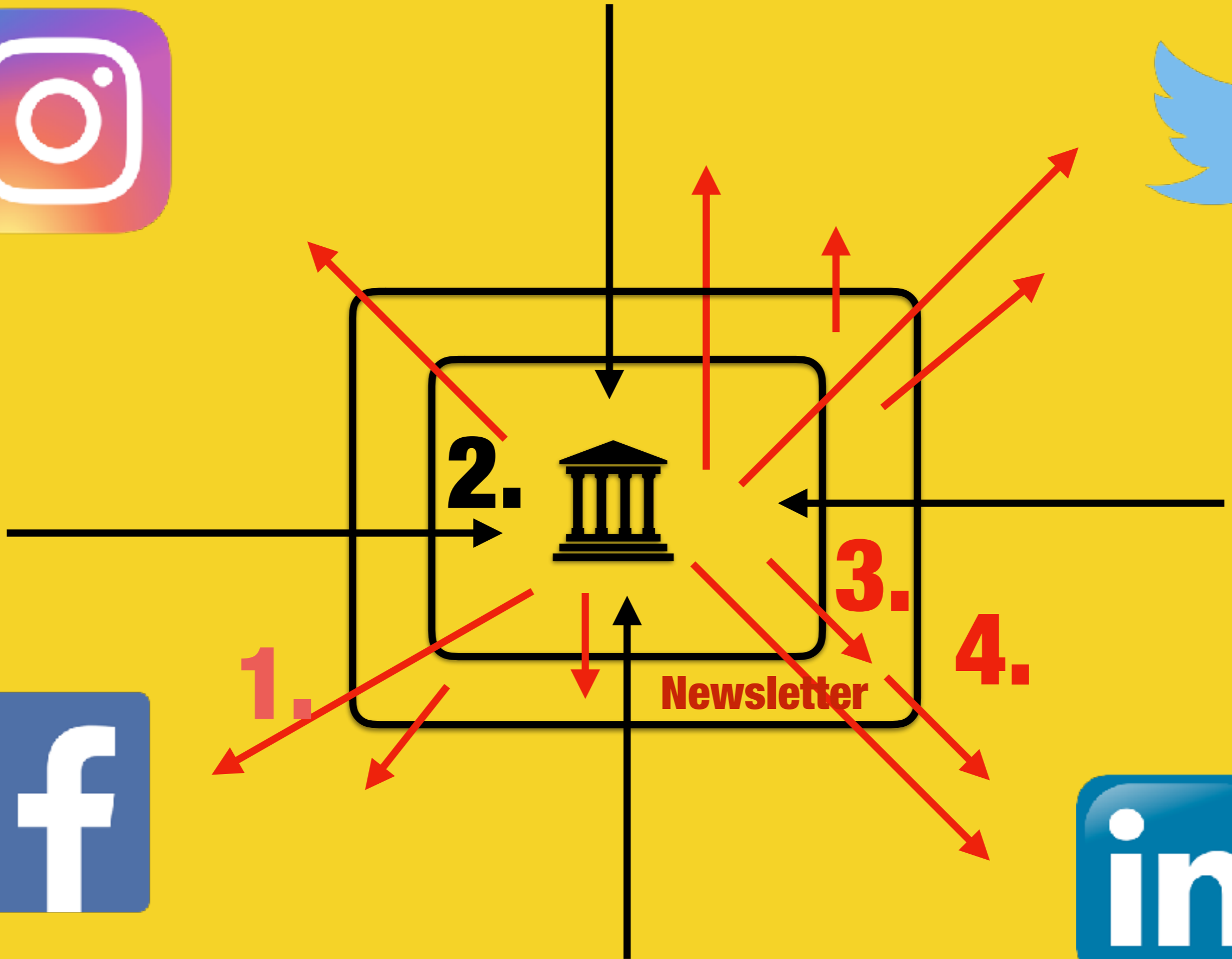
**Deepen. Choose a subject highlighted by a specialist who really knows everything about it.**

**Exclusivity. Offer your readers valuable and useful information that they can't find anywhere else.**

**In person. A newsletter is sent by e-mail. Ends up in a mailbox. Write it as a letter. On warm conversation tone. In short and light sentences. Writing a newsletter is completely different from writing a newspaper article or social media post. Not everyone can do that. Columnists and bloggers, they have it. People with an opinion, with a warm tone of voice are the best newsletter writers.**

**Give your newsletter a clear format. Nice illustrations and a tasty layout. Everything should look chill.**

**Ensure a fixed rime. Whether your newsletter is published once a month or three times a week, keep your promise. Ensure trust. That offers loyalty.**



# 685 fans Instagram.



corhospes

Profiel bewerken

6.273 berichten 674 volgers 1.008 volgend

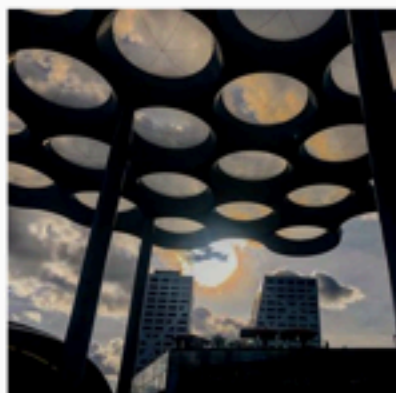
Helping People and Brands to Tell Better Stories. Writer. Speaker. Content Coach. Trainer. Owner Merkjournalisten. Father. Cook. [www.merkjournalisten.nl](http://www.merkjournalisten.nl)

BERICHTEN

IGTV

OPGESLAGEN

GETAGD



# COR'S *deli*

**685 subscribers  
newsletter**



## THE FUTURE OF VENUE COMMUNICATION

Study Results & Action Plan:  
Audience Development for Venues & Festivals

» Venues will be successful 10 years from now if they are authentic and have the guts to do something, even if they fail. «

Merlijn Poolman, Popstad BV Groningen & Subciety, Groningen/NL



**Keep control online. Build followers of your own brand. Start your own platform instead of being dependent on technical giants.**

**Rand Fishkin  
YoastCon19  
Future of SEO**

**Google gives less value to keywords.  
More to themes / topics. Quality stories about a subject  
coming from a website/platform with authority.**



**You publish a lot  
about a subject,**

**on your content platform.**

**Google thinks: 'they are the  
fucking expert'.**

**So you end up higher  
in search results**

**and therefore get more traffic.**

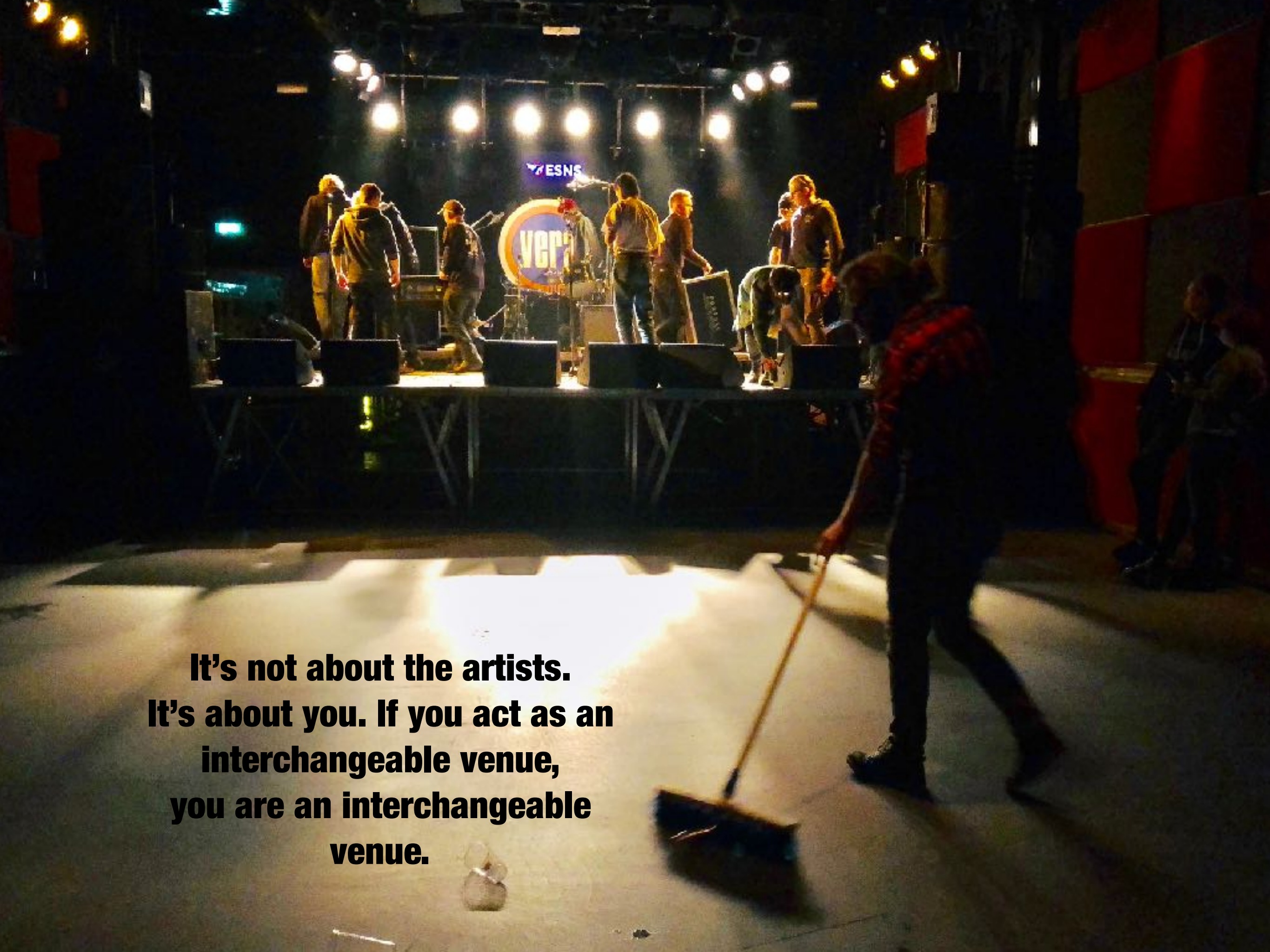
**After which Google will reward  
you even more.**



**Stop with one night  
stands.  
Start to build  
relationships.**

**Your fans are being  
owned and managed by Zuckerberg.  
Why are you so affraid to  
manage them yourself?**





**It's not about the artists.  
It's about you. If you act as an  
interchangeable venue,  
you are an interchangeable  
venue.**

A large, dense crowd of people is gathered in a large, industrial-style space, possibly a warehouse or a large event hall. The scene is illuminated with blue and white lights, creating a vibrant atmosphere. In the background, a balcony or mezzanine level is visible, where more people are standing and watching the event. The overall mood is one of a large-scale community gathering or festival.

**Build a movement, a community.  
A subculture of people who share the  
same feeling.**

**‘If you really pay attention to your supporters, to the people that have an interest in you. When you give acknowledgment, attention, appreciation, magic happens, experiences happens’.**



**Make love,  
not content.**

