

## MERCHANDISER

Most artists and performers sell merchandise such as T Shirts, Stickers, Badges, Posters, CD's etc (also known as "Swag") at their live performances to help increase income from touring. Some acts (or their management) will carry this out "in house" and arrange their own staff to sell it at the shows and some will "License" their merchandise to a merchandise company who will provide the staff.

The artist's contract with the promoter will normally state that an area to sell merchandise is provided free of charge and promoters will not normally charge but the venue may make a charge (usually a percentage of the takings) and some venues will provide an area to sell and the staff to run the stand in which case all stock will have to be counted in (before the event) and out (after the event) and the relevant fee paid on the sales percentage.

The merchandiser (AKA "the swag man") will set up the merchandise area before the show to make an attractive display, lighting may be used to enhance the display.

Stock must be tightly controlled and records kept, extra stock must be ordered well in advance if stocks are running low so it can be delivered to the next venue on the tour.

Security is a major consideration as a large amount of money may be taken and held.

### Core Skills

To be able to set up and run the merchandise area.

Ability to perform calculations.

Keeping of financial records and accounts.

Ability to understand and interpret written material including schedules and risk assessments.

Must be able to get on with people easily and have good communication skills.

### Qualifications

There are no formal qualifications.

### Underpinning Knowledge

An understanding of Health and Safety practice including manual handling.

A thorough understanding of event production process, methodology and terminology.

Basic IT skills.

### Insurance

Self employed crew will require their own Public Liability Insurance, Employers Liability Insurance will be required if merchandisers instruct local crew or other members of the crew.