



BRAVO STARZ™

Virtual Stage Guide

Helping your VIRTUAL star SHINE!

BRAVO STARZ™ VIRTUAL STAGE GUIDE

Helping your VIRTUAL star SHINE!

By Bravo Starz INTERtainment™

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*This guide is dedicated to those shooting stars who
continue to shine for us, and show us the way...*

Bravo Starz CEO Duo

*Please read this entire booklet before applying to be a
Bravo Star. We want you to fully understand our
philosophy and service model as well as your part in
creating fabulous BRAVO performances!*

Thank you!
Bravo Starz CEO Duo

“To be a star, you must shine your own light, follow your path, and don't worry about the darkness, for that is when the stars shine brightest. Always do what you are afraid to do.”

-Ralph Waldo Emerson

1 - WHAT IS BRAVO STARZ™ INTERENTAINMENT?

We are Bravo Starz INTERtainment™ (Internet + Entertainment)

Internet + Entertainment = Business Reality And Virtual Options (BRAVO). Bravo Starz provides LIVE, world-class performers for corporate, non-profit, family business and small business, personal and political VIRTUAL EVENTS: Meetings, Conferences, Product Launch, Fundraising Galas Customer and Client Appreciation, Employee Recognition, Awards Ceremonies, Family Celebrations, Graduations, Weddings and more!

From Broadway, to Red Rocks, to Las Vegas, our BRAVO STARZ shine for you! Straight from their living rooms to your screen.

Visit our website at BRAVOSTARZ.COM for Backstory and Booking!

2 - WELCOME TO BRAVO STARZ™

Bravo Starz was born in the Coronaverse and created for you! We designed Bravo Starz for talented performing artists as a result of seeing so many incredible singers, dancers, musicians, magicians as well as others struggle financially (and otherwise) during the Covid-19 pandemic. Live performances cancelled. Theaters closed. Paychecks non-existent.

We are taking a gamble with Bravo Starz, in that we believe it is not a Covid-only business. Virtual has existed for years, but mostly as a substitute for in-person interactions. We believe that virtual can be better than anyone ever imagined, because with your help, we are going to RE-imagine it! The best ideas come from innovation in tough times. Uber started during the financial crisis of 2008 as did AirBnB. We believe that things won't go "back to normal," and that in the alternate Coronaverse, virtual will now exist as a more prolific and meaningful means to do business and connect with others going forward...

Just imagine a world-class virtual, live-broadway-performer, musician, drag queen, yogi, emcee or magician at a corporate event or non-profit fundraising gala held entirely (or even partially) online. Not only would it be the best, most talked about meeting ever (we know because we've helped plan and attend them), but it would also expose hundreds even thousands of new people to talent they may not have had the opportunity to experience before. YOU!

We know you love performing in person and we do not intend to deny you that joy, quite the contrary, we want to increase your opportunities and exposure! Consider that performing virtually is a great way to broaden your audience and your work prospects!

In a post-Covid world, the idea of live virtual performances not only expands the audience for events, it can increase attendance across the board by the hundreds and thousands over time (think of conferences and weddings where many of the attendees can't be there in person, or people who couldn't or wouldn't ordinarily go to a live show, but now they can).

...And just think of what it can offer to you, as a Bravo Star! Home-based performances, filling in between other gigs, a little side money for a short performance. This is why your participation as Bravo-caliber talent is critical to the success of Bravo Starz!

BTW, we have LOTS of contacts AND YOU DO TOO! We're in this together so while we will do our best to promote the heck out of you! And while it is not a requirement, we would love it if you would do the same, and tell all your friends, family and potential clients that they can Book You at Bravo Starz!

And, by all means, follow us on social media @BravoStarz and tell your friends and family to do the same.

3 - THE CREATORS - WHO ARE WE?

We refer to ourselves for now as the Bravo Starz CEO Duo. Without intending to be cryptic, there are two of us, Co-CEO's spearheading this exciting vision.



CEO #1 - CHIEF ENTERTAINMENT OFFICER

This Bravo Starz CEO is currently operating “officially” as a silent partner until such a time when their true identity can be revealed—It’s complicated. 😊 Suffice it to say that we wouldn’t be keeping it a secret unless it was absolutely necessary. CEO #1 is also a big Phantom of the Opera fan so a little mystery is something they do well. They also are a fan of Chicago and West Side Story as well as the Jersey Boys!

Did someone say par-tay? This CEO has been personally and professionally practicing the “entertainment” part of this title for many years, creating experiences big and small for a multitude of volunteers and many of them in a virtual space! If you’ve had the privilege of meeting our Chief Entertainment Officer, you understand why that is their title. If you haven’t yet had the honor, rest assured you will soon, but not until you’ve sworn the sacred oath of secrecy. 😎



CEO #2 - CHIEF EVERYTHING OFFICER

CC as she is best known, is the quintessential Jill of all Trades; Nay, our Chief “Everything” Officer. Equally right and left brained and talented to boot.

A huge fan of and once a participant in the performing arts... She loves Wicked, Avenue Q, the Book of Mormon and some of the oldies, too! From designing our dazzling website and figuring out how to meld technology together, to oozing creativity and ideas along with serious social media prowess, she has the gifts of networking, storytelling and influence on her side.

CC’s never met a stranger. So much so, her parents said “...From the time she was born it was like she walked on stage.” She always aspired to be performing on Broadway, but like many others decided that the competition was steep and she liked her belly full. So instead, she’s now working behind the scenes making Bravo Starz happen for those of you that had the right stuff to go all the way! 🏆

THE BRAVO STARZ ADVISORY BOARD

We are current and former “corporatrons” respectively, and as such we’ve got that part of this down. Including having a network with which to sell your talents! But in order to get more acquainted with the entertainment industry, specifically the live theater part of it, there are a few special people we reached out to in order to help guide us on this path. They are our unofficial advisory board and we are very grateful for their willingness to help, their encouragement as well as their ongoing support and advice!

Nicolas Dromard & Desiree Davar Dromard

Superheroes in Love

Our inspiration for Bravo Starz!

Both Broadway triple-threat performers, and the best advisors and cheerleaders we could ask for. They are not only HUGE Bravo Starz talent, but also a wealth of industry and technical knowledge. Having started their own virtual variety variety show during Covid-19, these Superheroes In Love really know how to make a virtual performance memorable! We truly would not have made Bravo Starz happen without them. They continue to be our guiding stars in this effort! Mwah! 

KOSTYA KIMLAT

SEE MAGIC LIVE

Kostya Kimlat is one of few magicians to have fooled Penn and Teller! He is a legendary mentalist who now mentors a bevy of other talented magicians, ready to wow just about any audience! Kostya is an expert in the virtual performance space. Clients can book the master, Kostya as part of our Bravo Starz Custom Elite Shows, or they can book one of his proteges through his website at [SEE MAGIC LIVE!](#) 

SANDRA JOSEPH & RON BOHMER,

CHRISTINE & THE PHANTOM

Historic Broadway performers who both give chill-worthy performances - Sandra is also now an author¹ and keynote speaker. This generous couple gave us great encouragement and some very good (if dizzying) points to consider while building this platform. Thank you for helping to make it better! We are forever grateful! 
Sandra & Ron can be booked as part of our Bravo Starz Elite Custom Shows.

KEN BROEREN

ELEVAROS

Long time friend, colleague and technical advisor who introduced us to the concept of MVP (minimum viable product), which helped us down the path of figuring out how to build a first generation creative INTERtainment™

¹ Amazon Affiliate Link - IOD makes a small commission from your purchase.

booking platform and make the tech work, without six figure investment up front! 

AMILIE PARENT

SHOWCARE

Thank goodness for Showcare! Amilie and her team at Showcare saved us significant time to get the Bravo Starz platform to market by agreeing to become our referral source for event planning and event technical support! We've experienced their expertise in attending virtual conferences and knew we had to find a way to work together. If it hadn't been for Showcare we would still be developing a Bravo Starz event planning and tech support network as a part of our platform! Merci! 

4 - WHO CAN BE A BRAVO STAR?

We book VIRTUAL talent in a variety of areas, starting with Broadway and Vegas talent and then broaden the options to include mind, body, spirit practitioners, and event hosts/emcees/comedians. We also partner with Showcare who provides event planning and technical support to help large virtual shows go smoothly. If you fall in one of our talent types below, read this first, then fill out an application to be a BRAVO STAR! 🌟

BRAVO STARZ™ WORLD-CLASS TALENT TYPES

- ★ Singers (think Broadway or singing musicians)
- ★ Dancers
- ★ Instrumental Musicians (non-singing)
- ★ Virtual Emcee/Host Emcees
- ★ Drag Queenz
- ★ Groups & Bands (part of Custom Elite Shows only)
- ★ Mind, Body, Spirit Practitioners (yoga, energy work, collective consciousness, relaxation, focus, etc.)
- ★ Magicians (Outsourced by referral - except for one that is on our Custom Elite Show roster)

THE BRAVO STARZ™ PLATFORM

At Bravo Starz, you get to decide the types of audiences for whom you are willing to perform. Bravo Starz has a flat-rate pricing model based on the length of service and audience type: Corporate, Personal, Non-profit, Family/Small Business and Political events.

The only exception to the set pricing associated with show/service offerings and audience type has to do with the "Bravo Starz Custom Elite Shows".

- Performers in the Custom Elite Shows include:
 - 1) By invitation only performers due to standings in the industry - think headline performers from Broadway, a Master Magician who fooled Penn and Teller, specialized offerings, and legendary Drag Queenz.
 - 2) Longer shows (1hr+) with all artists listed in the entire Bravo Starz site who are willing to do longer shows (although you may not be listed in Custom Elite Shows, clients are encouraged to contact us for any shows longer than what is offered in the booking system. In such event, we will reach out to you to discuss your interest);
 - 3) Groups and bands because they are more complex to create a world-class performance in this virtual world - think Jersey Boys.
- Prices for Custom Elite Shows vary based on event, audience, and request. Clients are encouraged to contact Bravo Starz CEOs directly to discuss talent, options and pricing for their event. They can also book a consultation meeting in the booking site with the CEOs of Bravo Starz to discuss such details.
- A list of "by invitation only" artists can be found in [OUR WEBSITE](#).

BRAVO STARZ™ PRICING PHILOSOPHY

We have a set pricing structure for two reasons:

- 1) To make talent affordable to the client while still paying you well to perform short gigs!
- 2) To eliminate unnecessary competition among talent.

AUDIENCES (see Performance Details, section 9):

Corporations pay more as do Political entities. Non-profits, Family Business/Small Businesses pay less, and Personal events pay the least. This way everyone has access to your incredible talents at various price points!

In the end, our hope is that set pricing allows everyone to make more and to perform just a little more from home!

5 - BRAVO STARZ - WIIFM

What's in it for you? Great question! Bravo Starz offers you the opportunity to do the work you love from your living room and so much more...

- ★ Make your own schedule to work when you want. As a performer, you will set the days and times you are willing to be available for work, and not available.
- ★ Work from ANYWHERE— Literally, you can perform from your living room (or your hotel room) as long as you have our virtual gear ready and available. Don't want to travel right now, no problem! Just perform from your rooftop.
- ★ You choose the Audience Types to which you are willing to perform. If you don't want to perform at personal or political events, you don't have to!
- ★ Take the hassle and hustle out of booking gigs and getting paid—We do the marketing for you and our gigs are booked and paid for in advance with NO REFUNDS (unless you are a no show).
- ★ Our NO REVIEWS policy reduces competition between performers and eliminates those trolls who are never happy or want something for nothing (complain to get a refund)! We do welcome testimonials!
- ★ Use Bravo Starz as a complement to your existing bookings! Work in between your other gigs and shows. We encourage our talent to keep working in other ways. We want you to have the maximum amount of potential for work².
- ★ Get paid for short virtual performances.

² All we ask is that you don't book Bravo Starz clients outside of Bravo Starz.

- ★ Bravo Starz introduces you to new audiences and literally can make you a household name!
- ★ Get new fans and patrons!
- ★ We offer work to world-class performers; which means you don't have to be a star on Broadway or Vegas to get gigs, but we do want you to be Bravo worthy and world-class!
- ★ Build your resume from your Bravo Starz performances.

6 - HOW DOES BRAVO STARZ™ WORK?

Bravo Starz is similar in design to AirBnB, but for talent (minus the reviews and the air mattress).

HOW TO BECOME A BRAVO STAR

1. Read this guide!
2. Complete the Bravo Starz Application online.
3. Submit your promotional materials to CEO@BravoStarz.com within 48-hours of submitting your application. (Instructions for submission in application.)
4. Wait for a contact from Bravo Starz setting up a meeting for vetting/audition.
5. Once you have completed the process, Bravo Starz will notify you if you have been “cast” as talent on our platform.
6. Bravo Starz will create an individual profile and login for you in our booking system (based on the info you provided in your application). You will then login, set a weekly schedule and then sync a calendar that fine tunes your availability.
7. Bravo Starz will also create a profile for you in our payroll system. You will then login and complete the required information for how to get paid.

THE BOOKING PROCESS

The process for booking a show is enumerated below. Please note, this is the most common scenario for booking. There are exceptions.

1. A client goes to our website, finds out more about us by playing around on the website. When ready, they go to the booking site by clicking on the HIRE STARZ ticket or BOOK NOW.
2. Once they are in the booking site, they are encouraged to confirm that “YOUR TIME” (their time) is showing the correct time (near the CLOCK ICON on the right-side of screen). If not, they are instructed to click on the CLOCK ICON and match ‘Your Time’ with their time zone.
3. Once there, they identify their audience type and then choose a specific service offering (performance).
4. They will then see a list of the talent/artists who are available to perform that service (ex. Live Virtual 30-minute Show).
5. Each available talent profile is clickable. This is where they will also see your photo, bio and highlight reel—Information gathered from your application.
6. Once they have selected the talent that works best for their “show”, they select a date on your schedule (set by you).
7. The client goes through the checkout process and before they can checkout, they are asked to agree to certain criteria, such as our no refund policy.
8. The booking is paid for and a notification is sent to the client and the “Star” (you) that a date/show/meeting has been booked. Your notification contains the contact information for the client (not the other

way around). (Starz need to be familiar with and understand the audience types and shows/services to which you are agreeing to perform.)

9. You are then responsible to connect with the client within 24-hours to discuss the details of their event. Don't worry, we will provide you a checklist for this conversation later in this booklet
10. On the day and time of your show, you perform.
11. Once complete, you get paid.

*****NOTES & RESTRICTIONS*****

7-DAY BOOKING LIMIT

Clients cannot schedule a show/service within seven days of an event through the booking system. If a need arises within 7 days of their event, we will encourage the client to call Bravo Starz to discuss options. We will reach out to you regarding your interest and availability to accommodate this last minute request.

RESCHEDULING

Within 7 days of the event, there are no fees for a client to reschedule the SAME show/service by moving it to a different date or time - based on your availability. If a need arises to reschedule within 7 days, the client is encouraged to call Bravo Starz to discuss options. We will loop you into these discussions.

NO REFUNDS/CANCELLATIONS - NO EXCEPTIONS

We DO NOT offer refunds or cancellations for any reason. If a client is hesitant about booking and paying in advance, they are encouraged to use the Getting Started without A BIG Commitment service option to discuss their event details directly with you or contact Bravo Starz to get their questions answered.

SCHEDULING WINDOW

Clients can book between 7 days and 6 months out.

GETTING PAID

Let's cover the important stuff! How do you get paid? Bravo Starz are all CONTRACT artists/performers. Many of you are familiar with contract work but for those who are not...

"A contract employee is an individual retained by a company for a predetermined time, for a predetermined price or for a predetermined service. Following this approach, a company IS NOT responsible for providing a variety of traditional employer benefits, including: Taxes, Social security, Workers compensation, Unemployment benefits, Health benefits, Sick leave, Vacation time, Retirement or profit sharing. Employers are only responsible for issuing an IRS 1099 tax form to the contract employee, in accordance IRS tax filling deadlines."

We plan to use an online provider for payments and payroll. The way Bravo Starz payments work is as follows:

- ★ Clients pay in advance for all bookings.
- ★ Bravo Starz receives an electronic payment at the time of booking from the client and pays the credit card processing fees (3%+). The exception being the Custom Elite Shows which maybe invoiced.
- ★ After you are accepted as a Bravo Starz artist, you will be asked to set-up an account with the selected payroll provider.
- ★ The payroll provider will capture the necessary information for automatic deposits into an account of your choosing. Required information to be a 1099 contractor will also be collected through the system.

- ★ You get paid after your performance is complete (usually within 10 days) by electronic deposit based on your identified payroll preferences and settings.
- ★ Bravo Starz takes a 20% commission on all bookings, which goes toward technology, marketing and promotions, administration, fees, running the business, software, payroll processing, paying the credit card fees for all bookings, etc.
- ★ **PLEASE NOTE: Bravo Starz CEOs are NOT currently taking a salary. Earnings not paid to Bravo Starz talent are being re-invested in the company.**
- ★ The payroll provider will generate and distribute the yearend IRS 1099-Misc form (contract income statement) by the required IRS deadlines.
- ★ Note that Bravo Starz is a DBA of InsideOut Discovery™, Inc. (IOD). You may be paid by either company. IOD is an international organizational development company that was established in 2002. Using our existing company allowed us to get this business to market faster (4 months from inception to launch).
- ★ As a contractor, you are responsible for the management of your accounting for tax purposes, including knowing whether 1099 employment will affect such things as unemployment benefits. Many performers have companies such as LLC's or a corporation for their business ventures, including virtual performances. By having a business, many of your associated expenses and income become part of your business entity. We are not lawyers or accountants, please check with yours.

7 - THE CLIENTS

Our target clients are mostly corporations and businesses who, simply stated, can afford to hire world-class talent for their virtual events. We have included other client audiences (in addition to corporations) and are providing shows/services on a sliding scale to them as a means of providing everyone maximum access to incredible talent while providing you maximum exposure to a new world of audiences! We work on a 100% transparency model so clients will get to see what you see (in terms of our business model, fees, commissions and the way we operate - including this ebook), and you get the same transparency. This way, everyone wins!

We have a few rules for our clients. Very few, but the one's we have, have the most impact on you as the providers of shows and services.

CLIENT RULES

- ★ No reviews - We believe this limits competition between talent and removes the temptation for trolls. If a client has a complaint, they can bring it straight to the Bravo Starz CEOs.
- ★ Book in Advance - The benefit of a virtual model.
- ★ Pay In Advance - Just like at the box office.
- ★ No refunds unless the talent is a no show (no exceptions) - Live shows don't offer refunds, we have the same policy.
- ★ We reserve the right to refuse service to anyone. If you have a client that is inappropriate in anyway, please let us know. We do not tolerate immoral, unethical, discriminatory, or degrading behaviors.

8 - WHAT IS YOUR ROLE?

Your role at Bravo Starz may look a bit different from what you are used to in the live performance world. For instance, now, you may have an agent who finds you an audition or gig, vets the client, consults with you about your availability, then sends you information on where and when to show up... Because Bravo Starz is a virtual platform, we can do things differently. Like client customization! Our method makes the shows and services we offer more accessible for a broader range of clients and events. That said, our model includes your involvement with the client from booking...

USING THE BOOKING SYSTEM

We WANT you to be a part of the process and as such, you will have access to our booking system, via your own login as a “provider,” which means you will also make your own schedule and sync a calendar. We are quickly learning the scheduling process and have discovered a best practice that you may want to implement. This option provides an easy way to help you manage your schedule AND your calendar. The schedule provide the overall days and windows of time you are willing to work and the calendar syncs with specific dates/times so that you can easily manage your availability for bookings.

Once we enroll you as a provider (performer/artist), you will receive an email that allows you to access the booking system. We will provide you with instructions for setting up your schedule and syncing a calendar to the booking system. You will want a google calendar to connect to your booking profile.

COLLABORATION WITH CLIENTS

As a Bravo Star, you will also be involved in collaborating with the clients from start to finish³. We want you to meet and greet the clients so that they know who they are working with and feel great about their investment in you. We also want you to be able to have the creativity and confidence that comes from collaboratively creating a show WITH a client.

“Our perspective comes from our own experiences of being in front of audiences for 20+ years. The best and most engaging events are those that are tailored to the audience.”

Because of this, every show we offer has some element of customization to it. We believe our model allows you to shine by offering you variety, and allowing you to gain some valuable skills in the business side of your business.

Keep in mind our target clients are mostly corporations, non-profits and businesses. Yes, we also offer personal and political bookings, but those will likely be fewer. Clients in corporations often want to know the people that are working with them. While you are highly skilled at what you do, we have spent years working directly with clients, honing the customer service side of these interactions while maintaining our professionalism. We would like you to experience this side as well.

³ Elite Custom Shows are the exception. In these cases we will take preliminary meetings with these clients before identifying and including talent in discussions about performances.

CONNECTING WITH YOUR CLIENT

As part of the process post-booking, you will be expected to communicate directly with your client to create a show that meets their specific needs, song preferences, vibe, etc. Our booking system uses the email/phone you provide to Bravo Starz (not a private messaging system). While initially the client's contact information is shared with you (your information is not shared with the client), they will eventually know your personal email and phone if that is what you use to communicate with the client.

IF YOU HAVE CONCERNS about sharing your private email/phone with clients, we recommend you set up a google/gmail account specifically for Bravo Starz use (for instance: BazBravoStarz@gmail.com). You can also add a free Google Voice number to this account where you can receive text messages. PLEASE DO THIS BEFORE FILLING OUT OUR APPLICATION AND INCLUDE THIS INFORMATION IN IT.

As soon as you receive the booking notification for a show, you should reach out to the client (within 24 hours) and schedule an initial meeting to discuss their show—Depending on how soon the event takes place, the initial meeting ideally should happen a few days after booking with adequate lead time BEFORE their event. If you do not contact the client within 24 hours, the client has been instructed to contact the CEOs to initiate the process. We will be reaching out to you to prevent any further delays in responding to the client. Familiarize yourself with the audience types and shows/services Bravo Starz offers and the ones you signed up to provide, in order to have these conversations effectively.

SAMPLE CLIENT EMAIL RESPONSE

Here is a sample email that you may use or adapt as your reply to the client once you receive the booking confirmation (thank you Nic Dromard for providing it):

Hi _____ (client name)!

I (We) look forward to chatting with you about your event.

Because so many artists are in different time zone, can you confirm that you have scheduled an appointment on the 30th of September at 7 p.m. eastern?

In the meantime, if you want to send me a preliminary email with the kind of event you have, how many people, what platform you use, we can start drafting ideas etc.

I am (We are) excited to work with you. Thanks and see you on the 30th,

Nicolas (or your own name if you prefer)

GETTING STARTED WITHOUT A BIG COMMITMENT (FOR CLIENTS)

Note, we have one service option that you need to be aware of: Virtual booking is new and scary to some. Clients may be hesitant to commit 100% up front and just book a show without knowing more. So they have an option to book a 30-minute consultation call with you, the performer, to simply discuss the possibility of booking an event before they actually book. This service is appropriately titled: Getting Started without a Big Commitment. You are compensated for this time. This is your opportunity to put their minds at ease, to sell yourself, your shows/services, virtual capabilities and encourage the client to GO BACK TO THE BOOKING SYSTEM and book the appropriate audience type and service for their desired date/time for the agreed upon performance. You will not be able to make this booking for them, but you can walk them through the process. If the client continues to question or struggle, feel free to send them our way either by email, phone or by use of the contact form on the website. We will do our best to provide the client the peace of mind they need all while bragging on you, which will be easy to do because we're so stinking excited to be working with each and every one of you!

If you would prefer a Bravo Starz representative be on a client call with you, please let us know immediately after receiving the notification. You can reach us by email at ceo@bravostarz.com or by phone/text at (917) 292-4929. We will do our best to be available to you! Please give us adequate notice and at least 24 hours to respond.

CLIENT CONVERSATION CHECKLIST

During the initial meeting with the client you should discuss the following...

- ☑ Introduce yourself as YOUR NAME from BRAVO STARZ, letting the client know you are the talent they have hired or want to hire for their event. Let them be in awe for a few minutes before moving on 😊 and graciously accept any compliments.
- ☑ Right up front, confirm the booking time (and time zones) and date of the event and make sure it coincides with your calendar, and the notification you received from Bravo Starz. This is critical!⁴
- ☑ *NOTE: If this is a “Getting Started Without a Big Commitment” meeting you will still want to find out the expected date and time of their show (and make sure you are free) but you will need to SEND THE CLIENT BACK TO THE BOOKING SYSTEM after the conversation so they can book/pay for their show on their chosen date and time.
- ☑ Ask the client to tell you about their event. This could take a while, be patient. Ask probing questions to find out more.
- ☑ Find out/ask who is the audience for the event?
- ☑ If you are a performance artist, find out the client’s favorite shows, songs, etc. Try to tailor your performance around the clients wishes and/or the audience. Ask what ideas the client has regarding your show. Be collaborative, complimentary and also reassuring of their ideas trying to meet their

⁴ If the client has not booked their date and time correctly, please direct them to reschedule through the booking system to the correct time on your calendar! OR, you can also make these adjustments IN the booking system.

expectations whenever you can and sharing your ideas as well.

- ☑ Feel free to share parts of your applicable experience and past favorite performances of yours (if applicable).
- ☑ If you are an emcee, mind, body spirit practitioner or tech support, what do you need to know about the event to do your best work?
- ☑ Let them know what you CAN do for them. IF you are technically savvy and know how to create stellar pre-recorded segments of your show because it showcases your best work and enhances the experience, please know that we have the ability to upload your reel on a protected site, password protect it for client viewing only and limit the timeframe/duration of viewing availability. This helps to keep your recorded work limited to private events vs being available for the client to run with it on their social media accounts and avoids potential copyright issues. Pre-recorded segments should be an enhancement to your show, not a substitute. You're still expected to be there live.
- ☑ If there is a special occasion or audience member, discuss how to dedicate a part of your performance to that person. Make note of names and how to pronounce them.
- ☑ Be sure the client understands how the service they have selected works.
 - 🗣 Ex.) One hit wonderful is one song, about 10 minutes (even though they have booked a 30 minute window), pin down what part of the 30 minutes they want you to perform and also let them know it will include a brief introduction from you... "Hi, I'm ____, you may know me from ____,

the song I am singing for you is ____, this song was chosen because (OR) this song is dedicated to (client choice), (OR) I love this song because ____.”

- ☑ VERY IMPORTANT: Find out what online/virtual platform the client is using. You will be expected to know how to use whatever platform they select and WHO WILL BE PROVIDING THE MEETING LINK!!!
- 🎧 ARTIST NOTE: Knowing how to make 2 or 3 channels of sound (music track + you) go through one channel to work with platforms like Zoom is a crucial skill in a virtual performance (This will likely require a mixing board or sound hub.) If you require assistance to set yourself up to perform in an online capacity, you can book time (on the booking platform) with a Bravo Starz professional at a very reasonable artist price. **Select the service: “Artist Only Technical Support”.**
- 🎧 Reassure and make the client feel comfortable and confident with your performance and your technical capabilities.
- ☑ Determine if there will be any follow up meetings, dress rehearsals, etc. (If you need a dress rehearsal to test the technology, Ask!) Block these additional dates/meetings on your sync’d calendars!
- ☑ Each booking includes an expected 1-2 hours of prep with the client to ensure a great show. If the client becomes needy with your time, ask them to purchase additional time for these discussions, or you can let us know and we can intervene on your behalf. Be KIND yet firm in setting boundaries with those who take advantage of your time. If you need help, ask.
- ☑ Confirm your part with the client and review your next steps.

THE BRAVO STARZ CODE

As mentioned previously, while you are a part of the Bravo Starz cast, you are an independent contractor. As such, we have certain expectations of you as a performer, provider and a professional. This means that you are responsible for:

- ★ Buying whatever clothing, makeup, costumes or equipment is necessary to perform your shows effectively in a virtual space (mixing board, pro mics, lighting, etc.) This equipment can sometimes be a tax write-off if you set up your business correctly.
- ★ Being prepared and showing up ON-TIME for ALL meetings and shows.
- ★ Connecting with clients as expected and always putting your best foot forward with them, knowing how to be diplomatic, even when you don't agree.
- ★ Learning what you need to know in order to be successful, like the booking system, virtual platforms and technology.
- ★ Reaching out and asking for help when you need it— From the Bravo Starz CEO Duos or your fellow Bravo Starz.
- ★ **THE BIG ONE:** NOT setting up bookings and gigs with Bravo Starz clients outside of Bravo Starz. If a client asks you to do so, please tell them they need to book through Bravo Starz AND provide their name back to us so we can address the situation. You and our clients are on the honors system⁵!

⁵ You are always welcome to set up your own bookings at any time with NON-Bravo Starz clients. We want you to work! We are also happy to have you link to Bravo Starz from your own site if you would prefer to let us handle your other bookings. Ask for a "Book Me At Bravo Starz Badge".

★ That said, you can ALWAYS tell people to book you through Bravo Starz! We will even provide you with a “Book Me at Bravo Starz” badge for your website! You may find that it is easier and worth more on “payday” to have your “outside of Bravo Starz” clients book you through us. We are happy to accommodate. If this is an option for you, remember to use add the “Book Me at Bravo Starz” badge on your website (find it on the 4 STARZ ONLY page on [OUR WEBSITE](#)).



- ★ Always being open to feedback and trying to accept it graciously - Bravo Starz is new and we are all learning!
- ★ “No Refunds” doesn’t mean someone isn’t going to try. In the case of the rare refund request, you agree to mediation between you, the client and a Bravo Starz representative.
- ★ Speaking positively about Bravo Starz when working with clients and the general public and sharing our name and website to help self-promote. (If you are not happy with something, please share with the Bravo Starz CEO Duo, privately and as soon as possible.)

TERMS AND CONDITIONS

A link to the most current Bravo Starz terms and conditions is available on [OUR WEBSITE](#).

VIRTUAL PERFORMANCE CHECKLIST

Similar to your on-stage performances, 'show-time' takes a lot of preparation. And, in the virtual world, you are now your own tech support, lighting, sound, wardrobe, set designer, director, choreographer, chief cook and bartender. Here is a performance checklist to help you rock-it like a rock-star at your gigs:

1 WEEK BEFORE

- ☑ Email client to confirm date, time, time zone, and platform (Zoom, YouTube, WebEx, etc.)
- ☑ Confirm who is generating/hosting the virtual link
- ☑ Ask about the event. Audience, how you can make it special, desired goal, tone or vibe they want to create.
- ☑ Confirm the selected service with the client: length of the event, length of your piece of it, any desired customizations or special requests)
- ☑ If it's a One Hit Wonderful, what song do they have in mind? Who is it for? Is it a special occasion?

1 DAY BEFORE

- ☑ Touch base with the client!
- ☑ Confirm time, time zone, and platform (sometimes this changes)
- ☑ Ensure you have the link or generate the meeting link!!!
- ☑ Test your equipment/lighting/sound, etc.
- ☑ Final prep and dress rehearsal

DAY OF THE EVENT

- ✔ Do a space check! Eliminate external distractions: notifications off (unless communicating with the client), dogs/cats/baby in crate/room/babysitter
- ✔ Do an equipment and wardrobe check! Lighting, sound, attire, background, is the laptop plugged in? What all is the camera seeing in the background? DO YOU HAVE THE 100 FT ETHERNET CORD? 😂 (Ask Nicolas Dromard to tell his story!)
- ✔ Be logged in EARLY (the corporate world is not forgiving of people late to meetings)
- ✔ Remember who to thank/recognize: guests of honor, name of the conference/special guest/non-profit organization/business name, etc.

SHOW TIME!

- ✔ Have fun and be yourself! SMILE!
- ✔ Have a little script prepared: “Hi ____ (name of event/person of honor), thanks for having me at your event today. I’m looking forward to entertaining you with my song/dance/magic. I’m ____ (name), best known for ____ (top credential/performance). Let’s get this show started. Enjoy.”
- ✔ Take a moment to engage with the client/audience
- ✔ Look into the camera!
- ✔ Show appreciation for the opportunity to be there
- ✔ Know who to thank and provide appreciation for the one(s) who hired you (if appropriate)
- ✔ One of the benefits of virtual is that these audiences have never had a chance to have a conversation with you - a back stage pass - at the end, engage with

them. Share your story, including challenges, triumphs, re-inventing ourself, what it's like to be on the road, mention cities, shows, credits, etc.

- ☑ IF the timing and audience is right, MENTION Bravo Starz! Word of mouth is the best marketing available. It's okay for the larger audiences to know that they can find you, and hire you, for their corporate, non-profit, personal events through Bravo Starz (with a Z)!
- ☑ One Hit Wonderful encore song(s) - you be the judge and at the ready if/when the time is right and you feel in the mood to deliver a little extra.

AFTER THE SHOW

- ☑ Provide a memento photo of you (or you performing at their show - screen shot) with a thank you on it or a thank you note.
- ☑ If the client provide you with any testimonials, we would LOVE to add them to the website. Please share them with us!
- ☑ You are always welcome to let us know how it went, too!
- ☑ Generic posts on social media about your events are OK! "Today we appeared live at a great virtual conference! You can see us at your online event too! Book us at #BravoStarz!"
 - 🗣 Please be aware and respectful of client privacy (corporations are funny about that). Thus, before posting more specific posts on social media, get expressed written (email) consent from the client. Do not post video clips made specifically for the client as a part of their event on your social platforms, or make them readily available to

public or non-client audiences as they could incur privacy or copyright challenges. These clips were in-essence paid for by the client.

- 👤 You grant the client (and Bravo Starz) permission to mention you on social media by virtue of taking the gig. Be sure to give them the proper @smhandle and ask them to mention @BravoStarz, too! 😊

9 - PERFORMANCE DETAILS

We have set up the following as audience types and the shows/services we will offer for each audience.

Please review and consider the audience types and services at which you would like to perform. You will have an opportunity in your application to mark your audience types and shows/services of interest.

AUDIENCE TYPES

- ★ **CORPORATE EVENTS:** These are corporate events that companies traditionally hosted in-person and can now be offered 100% virtually or partially online. Corporate Events means events held by medium to large for-profit organizations. Corporate events may include virtual meetings, team buildings, conferences, trade shows, conventions, customer and client appreciation, employee recognition, product launch events and just about any other virtual event they can think up for their company. Imagine your talent right on the screens of the employees, clients or customers performing a customized show! With Bravo Starz, virtual isn't a substitute, it's better!
- ★ **NON-PROFIT EVENTS:** These are events that non-profit organizations may normally host in-person that can now be offered 100% virtually or partially online! These events may include board meetings, fundraisers and galas, conferences, conventions, donor appreciation events and just about any other virtual event they can think up for their non-profit organization. Even in a post-pandemic world, think of

the people that can't normally travel to such events and the money they can save by providing a virtual means for these people to attend. Imagine your talent right on the screen for these donors, employees, clients or customers, performing a customized show! With Bravo Starz, virtual isn't a substitute, it's better!

★ **FAMILY BUSINESS & SMALL BUSINESS EVENTS:** These are events that family businesses or small businesses may have normally hosted in-person that can now be offered 100% virtually or at least partially online! Many family enterprises include a family business and some also include foundations. We have worked with families for years, facilitating family meetings and retreats, and have found that virtual works just as well in these settings and allows access for those family members who are not in close proximity and/or can't travel to join the event. Small businesses often have the same needs as big businesses but don't have the budget to go along with it. So, we set up pricing for family enterprises and small businesses so that both can afford to bring world-class entertainment to their events! From small business meetings, team-building events, retreats, shareholder and family council meetings, as well as family assemblies; as small family business owners ourselves, we are sensitive to these needs! This option gives the same great INTERtainment experience option for family/small businesses at a more affordable price! Even in a post-pandemic world, think of the impact that you can have by sharing your talent with virtual family and small business members who have a desire to stay connected! With Bravo Starz, virtual isn't a substitute, it's better!

★PERSONAL EVENTS: These are events that families or individuals may have normally hosted in-person that can now be offered 100% virtually or at least partially online! Think Wedding, Anniversary, Birthday, Graduation (Party and Ceremony), Family & Class Reunions, Celebration of Life/Memorial, Funerals, Pandemic party? Just think of the infinite possibilities of hosting family events virtually! Someone may need a special anniversary song. You can be on screen, live serenading to their many years of happiness together! Or maybe someone is having the wedding of the century and needs entertainment. Even in a post-pandemic world, think of the impact that you can have by sharing your talent at virtual family events and connecting people who want to be together in-person, but can't! With Bravo Starz, virtual isn't a substitute, it's better!

★POLITICAL EVENTS: These are events that political parties may have normally hosted in-person that can now be offered 100% virtually or at least partially online! What might these include? Announcing of a candidacy, having a virtual town hall meeting, maybe a campaign rally or convention, recognizing dedicated campaign staff members, or a post-election party. Just think of the impact that you could have at various political events if they put them online and hired you as their world-class talent! With Bravo Starz, virtual isn't a substitute, it's better!

PERFORMANCE DETAILS - SHOWS / SERVICES

Services are listed for each of the performing artist's types:

CUSTOM ELITE SHOWS

Performers in the Custom Elite Shows include the following:

- 1) By invitation only performers due to their standings in the industry - think long standing headline performers from Broadway, a Master Magician who fooled Penn and Teller, and legendary Drag Queenz. A list of "by invitation only" artists can be found in the [BRAVO STARZ WEBSITE](#);
- 2) Longer shows (1hr+) with any artist (you) who are willing to create a longer, customized event;
- 3) Groups and bands - because they are more complex to create a world-class performance in this virtual world.

SOLO ARTISTS: Singer, Dancers, Singing Musician and

DUO ARTISTS: Singers, Dancers and Singing Musicians

- **CAMEO APPEARANCE - ONE HIT WONDERFUL** - this is for clients looking for a quick virtual guest appearance by one of the great professional Bravo Starz. The One Hit Wonderful option allows you to be live at a virtual event for a ONE-SONG performance — although you are always welcome to do an encore, but that one is on you. One Hit Wonderful gigs are perfect for virtual events where there is a guest of honor: family events (weddings, anniversary, graduation), corporate event (award ceremony) or as a surprise guest appearance at any event, especially if you are one of the client's

heart-stopping idols. You will work directly with the client to determine a song choice and to determine any guest(s) of honor for you to acknowledge. You are also welcome to work directly with the client to discuss options for pre-recording the performance and providing a link so that they can play it at the right moment. If you choose the pre-recorded route, be clear with the client when and how they can use your link - this link could easily end up on their social media accounts even if you tell them not to! Or, contact us, we can put the link on our Vemeo account and lock down the access and duration that it is available.

Note: Even though you will only be performing one song, the client will select a 30-minute window that best reflects the date and time of the event. Then you will collaborate with the client to confirm the appearance method (live or pre-recorded) and/or the exact timing of your cameo appearance. Please confirm any time zone differences.

- **STAR ENCOUNTER** - Think of this as a “Close Encounters of the Real Kind”. This service option is for clients looking for a LIVE encounter with our world-class performers. This will be a popular option for clients as the Star Encounter is a 10-15 minute performance and typically includes 2-4 songs (about 10 minutes) of INTERTAINMENT, a few customized welcoming or closing comments by the artist and a quick Back Stage Pass. A Back Stage Pass is the rare opportunity for the audience to have a live Q&A session with you. The Star Encounter option allows for a quick Back Stage Pass (approximately 1-2 questions). This option is a perfect way to for client’s to liven up any event!

NOTE: Because virtual meetings tend to need a little wiggle room on timing, the client will book a 30-minute time slot to accommodate schedule movements and then work with you on exact times.

- **STAR EXPERIENCE** - The Full Monty! Not the naked version, but meaning the whole thing, everything that is wanted or needed. The Star Experience is the 30-Minute show for delighting and INTERtaining an audience. This service option can be used as a way to kick-off a larger event, used as the main attraction, or as a finale. The Star Experience show typically includes about 20 minutes of INTERtainment followed by an exclusive Back Stage Pass which allows for a longer live Q&A time with you, the artist. Access like this is rare for audiences attending an on-stage performance, that's why virtual is better! Here's their chance to personally meet, greet and interact with you, even if only for a few moments. This option is a perfect way to for client's to make any virtual event a huge success!

INSTRUMENTALIST: World-Class Musician (non-singing)

- 15-Minute of LIVE WORLD-CLASS INSTRUMENTAL MUSIC at their event - We consider this to be a smart move! We encourage the client to forget about using iTunes and hire a live world-class musician who will leave the audience in awe! We believe that music does wonders in terms of virtual events and having you up-close and personal will put their event over the top. As a live musician you will not only set the tone for what they're trying to achieve, but if used at the beginning of their event, it also let's participants know that they are in the right place and that their virtual link is working when they log-in. Think of it as the

pre-show. All types of instruments, from acoustic guitars to a sexy sax to a grand piano or drums can enhance their event and create the desired vibe that they want to create!

- **30-Minute LIVE WORLD-CLASS INSTRUMENTAL MUSIC** - Same as the 15 minute live performance, but for a 30 minute set. As the artist, you can decide if you want to break up this timeframe to accommodate various times at the event, such as being there for the opening and the closing. If the client is looking for a longer performance, a band or a group, they are encouraged to use the Custom Elite Show option.

DRAG QUEEN and DRAG QUEENZ

- **SOLO: 30-Minute LIVE PERFORMANCE** with one of the Legendary Drag Queens! Brilliant! - When clients are ready to liven up their events with one of the legendary drag queens - they can choose this option. We shared with the clients that you beauties go all out and they should too! With a 30-minute show, you will have a chance to work with the client to discuss show preferences and determine how best to exceed the client's expectations. We want people to spend time with famous Drag Queens! Their in for a real treat!
- **TWO DRAG QUEENZ: 30-Minute LIVE PERFORMANCE** with two drag queenZ. For clients looking for the FULL INTERtainment experience and the fun that goes along with drag queen banter, we suggest that they hire two Drag QueenZ. Now that's over the top! We know that you Drag QueenZ love what you do and would love to share that passion in a performance tailored for the clients. With a 30-minute show, you will have a chance to work with the clients to discuss show

preferences and determine how best to exceed their expectations and ID the show's content rating (PG, R).

MAGICIANS

- We have one master magician, Kostya Kimlat, as a member of our Bravo Starz Custom Elite Show. Beyond that, we partner with See Magic Live for all other magic show requests. We have a reciprocal referral agreement with See Magic Live. We refer to them, they refer back to us for other performance talent, which allows us to focus on YOU! Win. Win.

MIND, BODY, SPIRIT PRACTITIONERS

- 30-Minutes LIVE with World-Class Practitioners and Yogis! 30-Minutes LIVE with World-Class Practitioners and Yogis! Now more than ever people need time to both relax and recharge mentally and physically. Because of this, Bravo Starz offers highly accredited yoga, meditation, energy work and collective consciousness practitioners so that rejuvenation can be part of their virtual events! Mind, Body, Spirit play-shops are all the rage these days and becoming an integral part of many organizational cultures, and now virtual events. It is essential to provide opportunities for participants to move, be invigorated and re-engage with the content and one another or to experience deep relaxation that re-energizes them over a period of time. Mind, Body, Spirit events can allow people to be both INTERTAINED and re-center themselves simultaneously. Clients are encouraged to choose one of these Bravo Starz practitioners or Yogis to join their event for 30-minutes to help them event engage more than just their eyes and ears! Any time is the right time for

mind, body, spirit work: at the beginning of their event, after lunch, or at the end. You will have the opportunity to connect with the client before their event to discuss the group's needs and the vibe they wish to create. If the client would like an hour performance, they are encouraged to simply book two consecutive time slots. Namaste!

VIRTUAL EMCEE/HOST - Hourly, 1/2 Day or Full Day

- These are experienced event emcees and hosts, such as TV Hosts and we want you to think beyond the obvious because comedians and drag queens make fantastic hosts and emcees, too!
- Having the right host can elevate any virtual event from the ordinary to the EXTRAordinary, and our clients want EXTRAordinary. What's the EXTRA difference? Professional virtual hosts can make the whole event seamless by entertaining audiences when and where needed, introducing topics, speakers or performers all while keeping the agenda and timing top of mind. An emcee will kick things off, keep things moving, provide energy and excitement, tie seemingly unrelated topics together, introduce Bravo Starz talent and speakers, and entertain if needed: between scheduled events, after breaks and meals or during those dreaded technical glitches that happen no matter how much everyone prepares. Hosts can offer up fun and exciting things to do when participants first join or return from a break. At Bravo Starz, we believe that comedians and drag queens make spectacular hosts! Not the ones that want to steal the show, but the ones that want to enhance the experience with appropriately timed, appropriately appropriate (and maybe a little inappropriate) humor and stories. As an emcee host, your role is to help

make the client's event the best show on virtual earth!
If you'd like to be included as an emcee, simply mark these services in the application.

- Virtual hosts/emcees can be hired on an hourly basis, using three options: 1-2 Hours, 1/2 day (which is up to 4 hours) or for a full day (up to 8 hours). If they need multiple days, clients can select their desired times/dates for each of the days your services would be needed (of course, based upon your availability). The client's fee includes a reasonable amount of planning time with you.

EVENT PLANNING AND EVENT TECHNICAL SUPPORT

- We partner with Showcare for large event planning (e.g. association conferences) and technical support by means of a reciprocal referral agreement. We refer to them, they refer back to us for performance talent, which allows us to focus on YOU! Win. Win.

10- BRAVO STARS PRICING

Our pricing structure is based on services provided and an effort to get you paid (well) for short performances. Corporations and Political audiences pay more (generally because they have larger audiences and will make you work a bit harder for the money by having an additional planning meeting or two, and/or a tech check before the show). Personal audiences have the lowest pricing and non-profits and family/small businesses fall somewhere in between. Remember, you will get 80% of this fee!

For your benefit and the benefit of your clients, it's good to know prices.

This can be especially useful in the case where a potential client schedules a "Getting Started without a Big Commitment" meeting, before booking a show. You can use your understanding of pricing to explain to the client there is often a nominal increase for longer performances.

You can always find the most updated pricing sheets on the [BRAVO STARZ WEBSITE](#) on the HIRE STARZ page.⁶

⁶ Pricing is subject to change.

11 - OUR PROMISE

Your success is our success! Our success is your success. We are all in this together! Let's help each other shine and make history with this new innovative performance model and lure a whole new audience to the love of live virtual theatre and the arts by giving them the kind of access they have never had before and by making virtual better!

Our commitments to you:

- ★ Professionalism & transparency!
- ★ Doing our best, while you're doing your best!
- ★ With core values of ingenuity and freedom, we promise to maximize the full potential of Bravo Starz to the best of our ability!

YOU ARE A STAR!

Thank you for considering bringing your talents to Bravo Starz. We appreciate you and the talent you bring!

Let's Shine! ✨

If you made it to the end of this guide (whew!) please consider visiting the [BRAVO STARZ WEBSITE](#) to look around and pay special attention to our 4 STARZ ONLY page! 🥂