****

**PUBS GO LIVE 2025   
YOUR ESSENTIAL GUIDE TO RUNNING A PUB GIG NIGHT**

Bringing live music into your pub or venue is an exciting opportunity to draw in new customers, create a vibrant atmosphere, and stand out in your local area. Here’s a brief guide to help you launch music nights that are memorable, profitable, and stress-free.

**Start with a Clear Vision**

Define the goal of the event, whether to boost weekend sales or attract a crowd on quieter nights. Understand your venue’s capacity to estimate potential income, which can help set ticket prices or door charges. Consider including a drink in the ticket price to create added value for guests.

**Finding the Right Sound**

The music style and performers you choose are essential to creating the right atmosphere and attracting the right audience. Know your audience by finding out what your regulars and potential new guests are interested in. Build community connections by reaching out to local musicians, bands, colleges, and music schools. Working with promoters can also help in booking reliable acts and organizing themed events.

**Get the Legal Basics Covered**

Music events come with essential legal and licensing requirements. Check with your local authority to confirm that your current Premises Licence allows live music. If not, you might need to add a Temporary Event Notice (TEN). Ensure you have TheMusicLicence from PPL PRS Ltd. Make sure you have the necessary insurance in place and ask performers if they have their own Public Liability Insurance. If you need background music to play while you get on with managing your pub, there are many jukebox and streaming services on offer. You’ll find a list of our Licensed Music Providers at <https://www.prsformusic.com/licences/releasing-music-products/background-music-services.>

**Organising the Gig**

Creating the right setup can make a big difference to the success of your event. Designate an area for performers, acoustic music is a great starting point for smaller spaces or consider renting a PA system to begin with. Estimate how many tickets you need to sell to cover costs and keep a few free for press or influencers. Simple measures like soundproofing or using removable shutters can minimize noise issues.

**During and After the Event**

Plan a lineup that builds excitement, with the headliner performing last. Set up a relaxed area with refreshments for performers. Ensure the main act soundchecks first and check with your sound engineer to ensure everything is set for each band. Be present and engage with guests and staff to show your venue cares about the night’s success.

After the event, prompt payments to bands and staff reinforce your reputation as a reliable venue. Gather feedback from both the audience and the performers to get ideas for small improvements. Celebrate the success of hosting a great event and start planning your next music night with the insights you’ve gained.

**Spreading the Word**

Assets for Pubs Go Live will be downloadable. The right promotion can make all the difference in building excitement and attracting the right crowd. Take advantage of social media platforms like Facebook and Eventbrite to reach a broader audience. Collaborate with bands for promotion, as they often have dedicated followers and their own social media presence. Posters and flyers are affordable and effective, so place them where your target audience is likely to see them. Local newspapers, radio stations, and bloggers can also help spread the word.