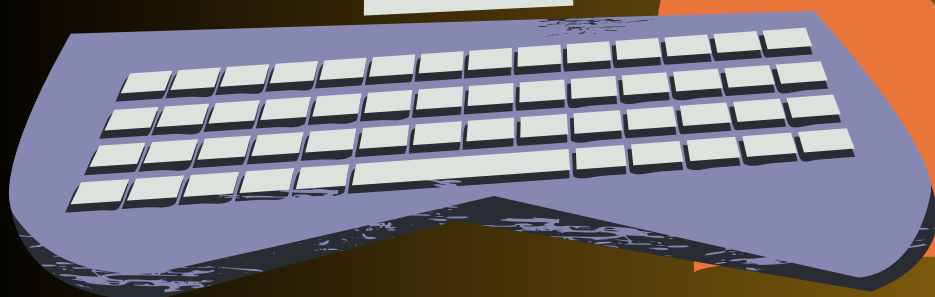


ON THE ROAD AGAIN: 25 TIPS TO CREATE A SUCCESSFUL INTERNATIONAL MUSIC TOUR

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1 HANDLE PASSPORT INFO

Tip: Ensure your passport is up to date and valid for at least six months beyond your planned tour dates.



2 BRING EXTRA MERCHANDISE

Tip: Bring extra merchandise to sell during your tour, and have a reliable source for restocking if needed.

3 HAVE A HUB CITY

Tip: Choose a hub city as your base for mailing merchandise and staying during off days to save on shipping costs.



4 SET A FLEXIBLE ITINERARY

Tip: Create a flexible itinerary that allows for adjustments and unforeseen circumstances.

Did you know? HipHop artists often spend countless hours on the road, with some touring for several months each year to connect with fans and promote their music worldwide.



5 CONNECT WITH DJs FOR OUTREACH

Tip: Connect with as many DJs as possible in each city and ask them to help with outreach and promotion.

6 GIVE FREE ITEMS TO FANS

Tip: Give out free items to fans who attend your shows or support your music, such as stickers, posters, or exclusive downloads.



7 DOCUMENT EXPERIENCES FOR PROMO

Tip: Document your tour experiences through photos and short videos to use for promotional purposes later.

8 CONNECT WITH LOCAL ARTISTS

Tip: Network with local emcees and producers in each town you visit for potential collaborations and future connections.

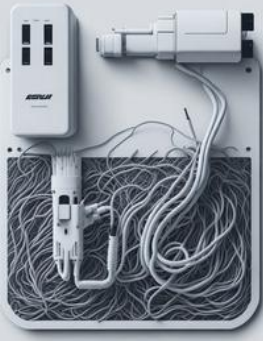


9 BOOK IN-STORE EVENTS

Tip: Book in-store appearances at local record stores or hip-hop boutiques to promote your music and boost merchandise sales.

Did you know? International touring provides HipHop artists with a platform to break down barriers and bridge cultural gaps, as their music transcends language barriers and resonates with audiences across the globe.

10 PACK CHARGERS AND CONVERTERS



Tip: Don't forget to pack all necessary chargers and European conversion adapters for your electronic devices, especially your clippers if you need them for grooming. Get the proper adapters!

11 BRING PERSONAL ESSENTIALS AND MEDICATION

Tip: Bring essential medicines and toiletries from home to ensure you have what you need throughout the tour.



12 LEARN EFFICIENT PACKING TECHNIQUES



Tip: Learn how to efficiently roll up your shirts and pack your suitcases to maximize space in all three of your bags for flights.

13 CHECK FOR HIDDEN FLIGHT FEES

Tip: Research and compare flights to ensure there are no hidden fees that could strain your budget.



14 ARRANGE PHONE AND INTERNET SERVICES

Tip: Set up your phone and internet services before traveling overseas to stay connected with fans, promoters, and industry contacts.



Did you know? HipHop tours aren't just about music; they're an opportunity to immerse oneself in diverse cultures. Artists often explore local cuisine, landmarks, and engage with fans from different backgrounds, creating a rich tapestry of experiences.



15 PUSH YOUR OWN PUBLISHING AND PROMO

Tip: Create your own publishing and promotion materials before embarking on the tour to maintain control over your music and brand. Constantly publish updates and keep up with your social media.

16 ESTABLISH RELATIONSHIPS WITH VENUES

Tip: Establish relationships with local venues and promoters ahead of time to secure bookings and ensure a smooth tour experience.

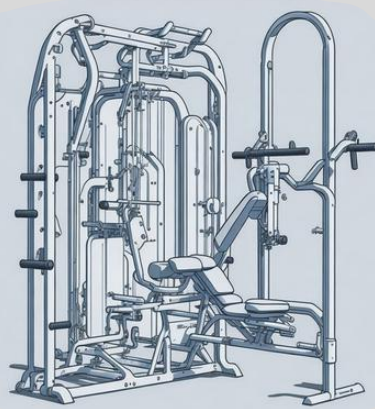


17 RESPECT CULTURAL NORMS AND REGULATIONS.

Tip: Familiarize yourself with local customs and regulations to avoid any legal or cultural misunderstandings during your international tour. Know the lingo and laws if possible.

18 MAINTAIN PHYSICAL AND MENTAL WELL-BEING.

Tip: Allocate time for self-care and relaxation to ensure you stay energized and focused throughout the tour.



19 KEEP A TOUR DIARY

Tip: Keep a journal or tour diary to document your experiences, emotions, and insights throughout the tour.

Did you know? Touring can lead to unexpected collaborations. Many HipHop artists have formed creative alliances while on the road, resulting in exciting joint projects and cross-genre experimentation.



20

COMMUNICATE WITH YOUR FAMILY BACK HOME!

Tip: Communication is key. Reach out to your family regularly through phone calls, text messages, or video chats. Let them know about your experiences, share your excitement, and assure them that you're safe and doing well.

21

USE A RIDER! MAKE ONE IF YOU DON'T HAVE ONE ALREADY!

Tip: Include items like water, snacks, and any specific backstage needs. Think about your performance setup, sound requirements, and even personal preferences.



22

BUILD UP YOUR EMAIL LIST & GET CONTACTS

Tip: Collect email addresses through your website, social media, and live shows. Utilize email marketing platforms to create engaging newsletters and updates for your subscribers.

23

MAKE SURE YOUR MONEY IS STRAIGHT (CONVERTING)

Tip: Research the currency of the countries you'll be visiting and understand the exchange rates. Find reliable currency exchange services or banks that offer favorable rates to exchange your money before your tour begins.



24

BARTER WITH OTHER ARTISTS AND CREATIVES

Tip: Collaborate with local creatives, such as photographers, videographers, or graphic designers, who can capture and document your tour experiences in exchange for exposure or future collaborations.

25

REFLECT ON A SUCCESSFUL TOUR

Tip: Express gratitude to your team, fans, and everyone who supported you during your international tour.

