



# Martin Atkins

## Tour: Smart Part 1

*Martin Atkins explains his ground breaking theories in this video version of his critically-acclaimed book.*

Tour Smart - Martin Atkins (member of PiL, Pigface, Killing Joke, etc) talks about his Tour:Smart philosophies and explains his ground breaking theories in this video version of his critically-acclaimed book. Subjects as diverse as Routing, Merchandise, How to be a Better Opening Band and even more complex strategies are covered. Whether you are planning a national tour, or simply want to have more successful regional shows, this DVD is not to be missed. Over 80 minutes of footage.

### FEATURES

- five pointed star inward facing crush
- routing and excel
- have more than one shirt
- circle of support
- know your audience
- sublimating the band name
- packaging 1
- packaging 2
- screen printing
- you always have to do more
- driving tips
- better opening band 1
- better opening band 2

Artist	Martin Atkins
Title	Tour: Smart Part 1
Selection #	MVDV4759
UPC	022891475996
Prebook	06/03/08
Street Date	7/8/2008
Retail	\$19.95
Genre	Instructional
Run Time	65 mins
Box Lot	30
Label	INVISIBLE
Audio	5.1 Surround Sound
Format	DVD

