

# mobile

Volume 8 Issue 6

*monthly*

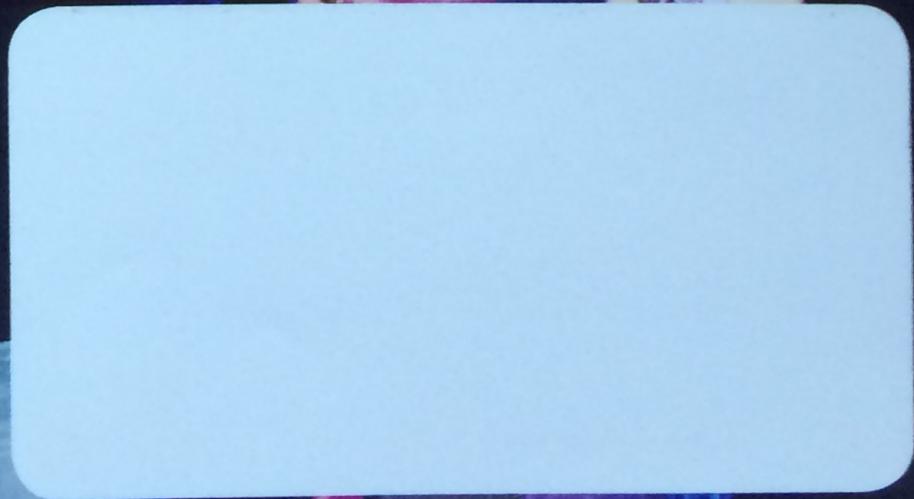
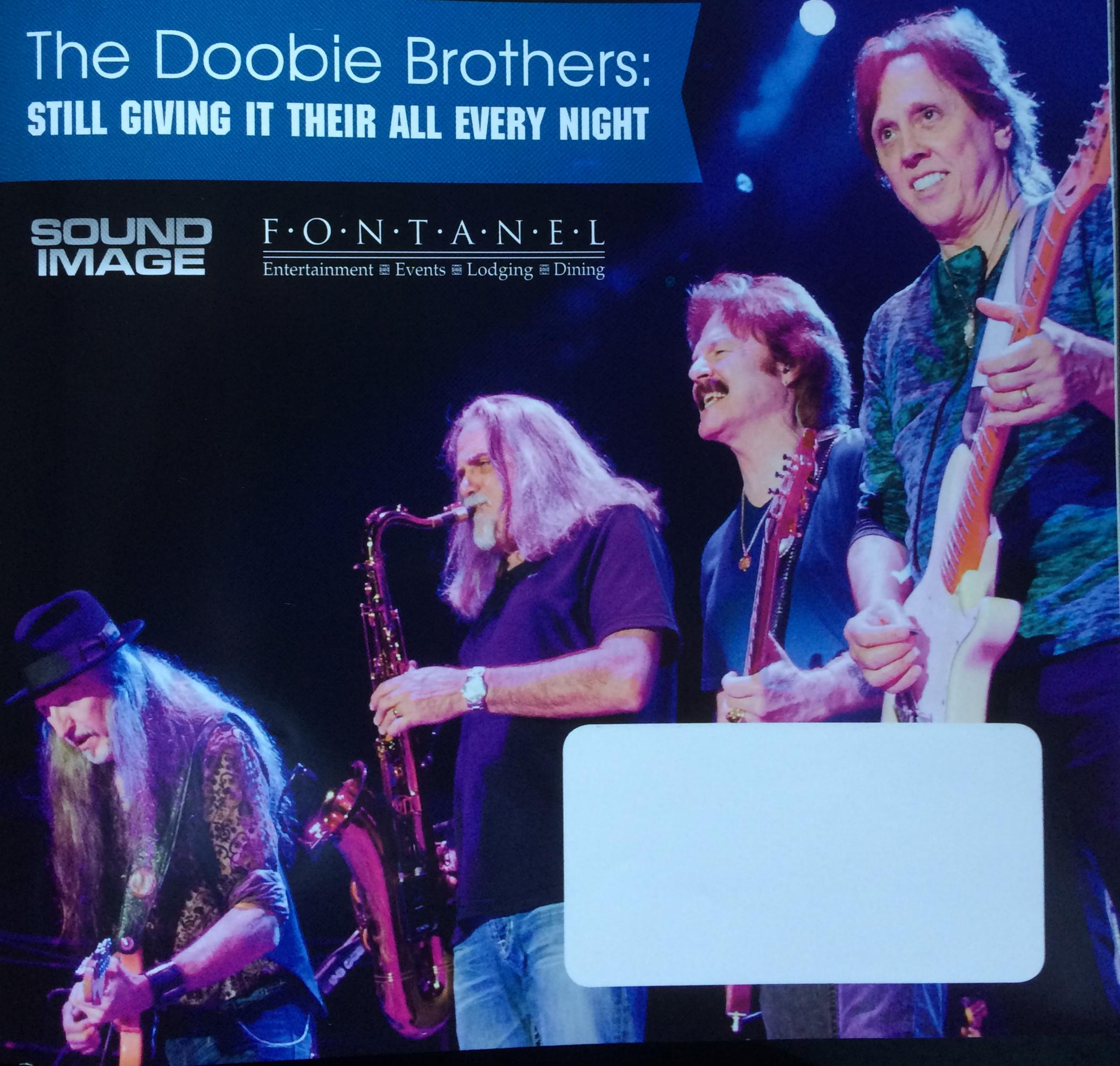
## PRODUCTION

The Doobie Brothers:  
STILL GIVING IT THEIR ALL EVERY NIGHT

**SOUND  
IMAGE**

F·O·N·T·A·N·E·L

Entertainment ■ Events ■ Lodging ■ Dining



# An informative & educational conversation about Entertainment Groups with Arturo Cisneros and Jason Couvillion.

The ETA workshop is an educational discussion focused on Entertainment Travel for travel managers, hotels and tour managers. The objective is to define and discuss each partners role and accountability in the process and create a better working relationship between all parties.



Entertainment Travel Accountability  
a bruvion b+ discussion

For more information visit: [www.eta-workshop.com](http://www.eta-workshop.com)  
or Call Art or Jason @ 888-355-8065



Entertainment Travel Accountability  
a bruvion b+ discussion

## Entertainment Travel Accountability Workshops for Entertainment Industry, Travel Agents and Hotels

The Entertainment Market can be very rewarding for travel agents and hotels, but it also comes with its own unique challenges. Understanding the market and ensuring client needs and expectations are met within a company's business structure are just some of those challenges.

ETA is a discussion amongst industry experts, leaders and professionals with the objective of going in depth into the world of Entertainment Travel to understand each partners Accountability role.

ETA was developed by Art Cisneros & Jason Couvillion as a positive and informational response to changes facing the touring industry. They combined a straightforward, clear and concise approach to making the partnership between Tour Management, Travel Manager (Agent) and Hotels a more cohesive one.

**Arturo Cisneros & Jason Couvillion, Industry Experts and Advisers**

As Road Manager for Neil Diamond for 10 years, Art Cisneros became an expert in the art of hotel pre-cons and all the intricate arrangements needed for the group's arrival. Art's keen attention to detail, strong understanding of hotels (including 6 years of hotel management) and a passion for the industry, made him the perfect liaison between hotels, his tour and the travel agency.

Cool under the pressure of numerous schedules and their invariable changes,



Arturo Cisneros



Jason Couvillion

Art prided himself on doing whatever it took to make a challenging situation entertaining and smooth for everyone. Now with 17+ years in tour management, he has been able to successfully use that knowledge for the tours of Barry Manilow, k.d. lang, Luis Miguel, Colbie Calliat, The Go-Go's, David Lee Roth with Van Halen and many others. A hotelier once told him, "Art, you should share your knowledge of doing group logistics for hotels with the rest of the industry." Art always kept that in the back of his mind.

Jason Couvillion started in the travel industry 14 years ago as travel manager assistant. Shortly after he partnered with Ken Bruce and John Rukavina to help manage touring travel for the Cher Farewell tour, they formed their company Buvion Travel. Their firm has handled travel for various touring artists including Cher, Sade, Pink, Tina Turner, Janet Jackson, Beck, Black Keys and many others.

Bruvion now includes associates in Los Angeles, New York and Nashville. The reputation Bruvion has built in the industry is demonstrated by long standing relationships the company has with hotels and airline companies around the world and by its membership on numerous advisory boards.

### What's Covered in the Workshops?

The goal of the discussion is that all partners walk away with a better understanding of En-

tertainment Travel and the accountability role of each partner.

This is accomplished by discussing the roles more in depth, getting a better understanding of the entertainment business and how it operates (first hand knowledge from a veteran Entertainment Travel Manager and Concert Tour Manager).

What groups look for in hotels during the booking process, what are the expectations, how to go after that business segment, these are just a few more topics covered during the discussion.

### Why ETA Workshop?

Why join the ETA discussion? With tours ranging from 30 - 150+ in touring personnel visiting 40 - 100 cities, (more if they go international) that adds up to a nice amount of room nights. Did we mention those room nights come people who are hungry and thirsty with per diem to spend? A tour infuses the local economy with a lot of money at every stop.

The decision makers look for hotels that want the business and provide the services they want. This creates repeat business, customer and brand loyalty and a relationship that will continue to pay back in the future. Your experience at ETA will help you capture and keep this business.

[www.eta-workshop.com](http://www.eta-workshop.com)

## MOBILE PRODUCTION OFFICE



40 ft. Trailer/18 ft. Double Slide  
252 Square ft. Office Space  
Front and Rear Entry  
40K Diesel Generator  
50 AMP Shore Power Capabilities  
WiFi  
Constant Tracking Satellite  
Heat & AC

- Fairs • Rodeos •
- FEMA • Movie Set •
- Music Festivals •
- Insurance Companies •
- Disaster Relief •
- Production Office •
- Touring Bands •



7 Work Stations  
7 Separate Phone Lines  
2 Flat Screen TVs  
Surround Sound  
Private Office  
Printer/Fax Machine  
Bathroom w/ Shower  
Fridge/Coffee Pot/Microwave  
Stereo



CURLY JONES 615-504-8375  
STARCOACHPRODUCTION.COM