



Artist Messaging Toolkit

A printable guide for artists who want to ask for more presence without sounding rigid, distant or controlling.

This one-page guide helps artists communicate presence in a way that still feels personal, believable and aligned with the emotional tone of the performance. The goal is not to police the room, but to shape expectations with clarity, warmth and respect.

APPROACHES

- 1. Warm invitation.** Ask for one shared moment, one track or one short section of the set. Smaller requests are easier to accept and often feel more genuine.
- 2. Shared value.** Frame the message around what the audience gains: stronger connection, a better atmosphere and a night that feels more alive.
- 3. Planned capture moment.** Offer one or two moments where filming is clearly welcome. This lowers tension and gives people structure.
- 4. Visual reinforcement.** A short screen message, projected phrase or backdrop line can support the spoken request without forcing the artist to over-explain.
- 5. Post-show continuation.** Reinforce the same values in recap posts and captions. Audience culture is built over time, not in one sentence.

ROOM CULTURE NOTES

- Keep the message in your voice.** The request should sound like the artist, fit the event and match the emotional temperature of the set.
- Be specific, not moralizing.** Ask for presence, attention and care instead of judging the audience or turning the message into a lecture.
- Respect the people in the room.** Encourage guests to be mindful of others around them. People should not photograph or film other attendees without their knowledge and consent, especially in close, crowded or emotionally open spaces.
- Support the venue team.** When possible, align the artist message with venue signage, host language and event communication so the audience receives one coherent signal.
- Review what worked.** After the event, note which phrases felt natural, which landed well and where audience attention drifted.

SAMPLE LANGUAGE

"I'd love to ask for one moment of full presence together. If you can, put the phone down for this next track and be here with us. There will be time later to capture a memory too — but right now, let's make one first."

QUICK CHECKLIST

- One clear sentence prepared in the artist's own voice
- Message aligned with the mood and format of the set
- Optional filming moment planned in advance
- Venue or host informed of the intended phrasing
- Audience respect note included when relevant