

EEMA Artiste Members

Pointers to Improve Your Business Profiles

Think Customer First

Your profile should be a good amalgamation of what you want to showcase versus what value you bring to the table, for event managers. Make it easy for them to see why hiring you will add value to their event. (Think from their point of view while writing the content.)

Keep It Clutter-Free and Impactful

Event managers are among the busiest people on earth, well, almost. They don't have time to peruse through long paragraphs. Keep your profile precise, structured and impactful.

Share an Image of You Performing Your Act

Instead of just adding the best-looking pictures, use an image where you are performing your act. It helps corporate clients visualize you in action at their event and gets much easier for an event professional to push you as the final choice.

Clearly Specify Multilingual Capabilities

If you are multilingual, list the languages you can speak fluently. Additionally, if you can perform a few songs, or a small act in another language, mention that!

Differentiate Between Credibility and USP

One of the most important points, and a big need to understand the difference! Avoid generic words in your USP like 'versatile,' 'trained singer,' or 'experienced anchor.' These do not define what makes you unique.

- The number of years of experience is credibility, not a USP.
- A good USP is something that reduces the client's hassle, like 'An anchor who is Expert in team building activities too,' so they don't need to hire a separate person for that.
- Another example: 'Handling technical challenges with wit and humour.' This reassures event managers that even if there's a microphone glitch, you will keep the show flowing.
- Mentioning punctuality, preparedness (willingness to engage in rehearsals, pre-show), and adaptability makes an event manager feel that you will have skin in the game and are as involved as they are.

Focus on One Art

When sending your profile in an open forum, focus on one main art form. If you are a singer and an emcee, don't mix them in a single generic profile, it confuses the audience rather than enhancing

your appeal. Once you build rapport with a client, then you can introduce your secondary skills. Example: 'Along with being a singer, I also host shows as an emcee.'

Highlight Unique Offerings

If you have an exclusive service, a bespoke act, or a unique genre, highlight that.

Include Testimonials

Adding short quotes from past clients helps build credibility.

Specify Global Appeal

Along with international performances do mention valid visas or permanent residencies, as this can help for overseas bookings. And place you in a specific consideration set for an event planner.

Detail Customization Capabilities

Mention if you can tailor performances to match the event's theme or client's needs. Example: 'Can customize acts with brand messaging, making me perfect for product launches.'