
The Event Magician (Volume 2) by JC Sum - Buch

THE EVENT MAGICIAN VOL. 2: THE BUSINESS OF MAGIC FOR SPECIAL EVENTS

The Event Magician is an updated & expanded new release of J C Sum's critically acclaimed "The Event Illusionist" that was first published in 2004 and revised in 2008.

The all-new **The Event Magician** has been released as two volumes and has been re-written to cater to ALL types of magicians who perform for special events. The event industry is likely the first industry that a budding magician will find work in. For 80% of the professional and semi-professional magicians in the world, all of their work is from special events of all kinds.

The Event Magician Vol. 2 focuses on the business side of being a magical entertainer in the event industry. Whether you are a close-up magician, mentalist or illusionist, you will learn proven strategies to build a brand and position in this industry. J C details scenarios, examples and hard-hitting advice designed to help you succeed in this specialized field.

As one half of "Asia's Most Famous Illusionists" (The Straits Times), along with 'Magic Babe' Ning, the "sexiest woman in magic" (Magicseen Magazine), J C discusses the building of a personal brand as well as developing a team brand. He also shares up-to-date marketing tools and business documents such as professional show contracts, quotations, invoices and non-disclosure agreements. As a show producer and promoter, he helped to kick start the careers of no less than ten magicians who are now professional magicians in their own rights.

In a special bonus chapter, J C discusses magically producing a VIP for a special event to add value to your show as well as justify a higher fee. He also shares an original VIP appearance illusion that can be easily and inexpensively built.

"J C has not only opened his book of knowledge to anyone wanting to earn a good living performing at events. He has also left no stone unturned with just about every conceivable angle on the subject of 'event performing' meticulously covered. I can only but applaud him on his valuable efforts."

- Mark Parker, Illusion Designer

The Event Magician Volume 2: The Business of Magic for Special Events features 75 pages of practical information on building a professional career in the event industry.

Contents include:

UNDERSTANDING THE BUSINESS

- The Business of The Event Magician
- The Value of The Event Magician
- The Make-up of The Event Industry
- The Event Magician's Competition
- Business Resources for the Event Magician

POSITIONING THE EVENT MAGICIAN AND THE SHOW

- What is Positioning?
- Examples of Positioning an Event Magician - An Illusionist, A Close-up Magician & A Mentalist
- Crafting a Position of a Team
- The Event Magician and The Magic Evolution
- The Power of Lesser Logic for The Event Illusionist

THE EVENT MAGICIAN'S ESSENTIAL MARKETING TOOLS

- Digital Marketing Tools
- Hardcopy Marketing Tools

OTHER MARKETING TOOLS FOR THE EVENT MAGICIAN

- Referrals
- Direct Marketing
- Newsletter
- Postcards
- Tradeshow/ Exhibitions
- Networking Events
- Advertising
- Social Media

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- Internet Marketing
 - Publicity/ Media Features

BUSINESS DOCUMENTS FOR THE EVENT MAGICIAN

- Fees
- Payment Terms
- Official Quotation
- Confirmation of Services
- Invoice
- Non-Disclosure Agreements

BONUS CHAPTER: PRODUCING A VIP FOR SPECIAL EVENTS

- Staging an Appearance Illusion for Events
- Simplex VIP Production

ANNEX A: PROMOTIONAL PHOTOS

Pages: 74 - 8.5" x 11 - Perfectbound