C3 Presents Internship - Summer 2016

C3 Presents is an artist management, event promotion, and production group out of Austin, Texas. The company was founded in 2007 by Charles Attal, Charlie Jones, and Charlie Walker. C3 organizes the annual Austin City Limits Music Festival and Lollapalooza Festival in Chicago to name a few. The company is also responsible for White House events since President Obama took office in 2008. After spending countless hours in various studios and venues in Nashville my boss, Beau Boggs, began his artist management career working for the country artist, Jamey Johnson. In 2015 Beau signed with the up and coming R&B artist, Anderson East from Athens, Alabama.

The first week I was assigned the task of organizing Anderson East’s fall tour via Excel. I calculated the distance from each venue and the fuel costs between stops. As mundane as spreadsheets sound, it was interesting because I researched different venues across the United States and Europe. Along with tour routing, I learned how to examine costs between artists and venues. By studying these contracts, I got an idea about how much it costs to book a venue and how crucial ticket sales are to a touring artist. Venues give the manager a target number of tickets that must be sold in order for the artist to make more than the guarantee. After a couple days in the office, Beau invited me to a William Morris Endeavor artist showcase at Nashville’s 3rd & Lindsley. These showcases focus on artists who are in need of a manager or agent to sign with them. I met people from many facets of the music industry, including producers, agents,
and managers. In the coming weeks, I spent time assisting Beau in the studio. It was an incredible experience being in an actual studio, since I had never been in one and was curious about what went into making an album. The first task I completed was picking up a mellotron that was used on the album Beau was producing. When I pulled up to collect the keyboard at a warehouse on the other side of Nashville I recognized an image spray-painted on the instrument case. I then realized it belonged to Sturgill Simpson! Because I am a fan of Simpson’s music, it was a big deal for me to be transporting such a big piece of equipment.

Aside from working in the office I got to take business trips to music festivals throughout the summer. On the second weekend of June, Beau gave me a ticket to Bonnaroo Music Festival in Manchester, Tennessee. He gave it to me under the condition that I would see every artist that he wrote down and take notes at the shows. It was a wonderful surprise, because I had no intention of going to the festival. That weekend I was exposed to artists such as Tame Impala, Chris Stapleton, and of course Anderson East. In July, Anderson East performed at the Sloss Music and Arts Festival in Birmingham, Alabama. Beau told me that there would be a wristband waiting for me at Will Call. Little did I know that I would be receiving an artist wristband, that granted me access to backstage at every show, which showed me how many people are required for putting on such a show of that magnitude. In addition to backstage access, I also was fortunate enough to enjoy the artist lounge where I got to meet Anderson and members of his band.

I learned a great deal about the music industry in my eight weeks in Nashville. The internship provided me with lessons in the music business, as well as in life. He taught me the importance of finding your passion and pursuing it with a positive attitude without worrying
about what might happen. Although I consider music to be much more than a hobby for me, I realized the music industry is not an easy career path that you can be involved in. Not only must you have a good ear, you have to know how to work with people. Your ability to be professional and personable effects how well you will do in the music business, because your success ultimately revolves around the relationships you build. I cannot thank Jay Williams, Sewanee Career Services, and especially Beau Boggs enough for such an invaluable summer internship.