

## **How to Build a Professional EPK (Electronic Press Kit)** **Louis Head Tourism Festival and Events Society – 2025 Season**

An EPK is your **artist resume**. It tells bookers, media, and festivals exactly who you are and what you bring to the stage.

We want your EPK to be strong—not just for us, but for every opportunity that comes your way. Follow these guidelines and you'll have something professional you can submit anywhere.

### **What to Include (Required for Submission)**

#### **1. Artist Bio**

Write a short, polished biography (1–2 paragraphs). Include where you're from, your genre, musical background, influences, and performance style. This should read like a short feature story, not a casual intro.

#### **2. Live Performance or Music Links**

Add 2–3 links to your best work—live footage, music videos, or high-quality recordings.

**Examples:** YouTube, SoundCloud, Spotify, Bandcamp, Instagram Reels.

**Do not attach files or send private links that require login.**

#### **3. Promo Photos**

Attach 1–3 clear, professional-quality photos (JPG or PNG, under 5MB). Avoid selfies or low-res social media crops. Include at least one horizontal (landscape) image for posters and promo banners.

#### **4. Contact Information**

Include your stage name, real name (if different), phone number, and **both** personal and artist email addresses.

#### **5. Tech Needs or Stage Setup**

Briefly list what you need to perform (e.g., two mics, DJ controller, backline). Bands can include a simple stage plot *if available*—but don't overdo it.

#### **6. Social Media & Website Links**

Include your main platforms: Instagram, Facebook, TikTok, YouTube, website, or Linktree.

### **Optional (but Professional & Encouraged)**

#### **7. Press Quotes or Media Mentions**

Include 1–2 short quotes from articles, blogs, bookers, or social media if someone's hyped you publicly. Credit the source.

#### **8. Notable Shows or Venues**

List a few key performances—festivals, showcases, clubs, cultural events. Just names and years (no paragraphs needed).

#### **9. Awards or Recognition**

If you've won or been nominated for music awards, local contests, or other honors, add that here.

#### **10. Collaborations**

Mention if you've worked with known producers, artists, or opened for major acts. Keep it concise and accurate.

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## Tips for Keeping it Sharp

- **Keep the whole EPK under 3 pages total.** Use headers and clear formatting.
- **Send as one file if possible (PDF or DOC).** Links and images should be embedded or attached separately.
- **No large attachments, no Google Drive or Dropbox links.**
- **Proofread it!** Spelling and clarity matter.

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## Submit with Your Application

Email your EPK along with your completed application form to:

**[lhtfesociety@gmail.com](mailto:lhtfesociety@gmail.com)**

We're proud to help emerging and independent artists build careers. If this is your first time making an EPK—congrats. You're officially leveling up.