

## Chapter 11 Outline

Determining the Entertainment Needs of Club Members  
    Auditioning and Interviewing Club Members Who Book Their Own Entertainment  
    Themed Events  
    Musical Entertainment  
    Strolling Entertainment  
    Event Bands  
The Business of Purchasing Entertainment  
    Talent Agencies  
    Purchasing Pointers  
    Event Producers/Planners  
    Other Entertainment Resources  
Entertainment Contract Negotiations  
Licensing  
    Public Performance or Performance Rights  
    Blanket License  
Conclusion

## Competencies

1. Identify ways to determine the entertainment needs of a club's members. (pp. 392–396)
2. List the types of entertainment available for a club. (pp. 396–400)
3. Describe the important factors of purchasing entertainment for the club. (pp. 400–403)
4. Identify the essential factors of contract negotiations and licensing. (pp. 403–406)