



**Release Date:** For Immediate Release  
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## **MARK SONDER, INNOVATOR: CREATES NEW NICHE FOR EVENT ENTERTAINMENT INDUSTRY**

9.12.07, Washington DC: Mark Sonder, Chief Entertainment Officer, announces that the long-established entertainment vendor Mark Sonder Productions, Inc. now goes beyond those services currently offered: "The company has created an entirely new niche for the industry." Sonder's company was contacted by various buyers to produce public events featuring a music superstar. The events had to occur this summer, traditionally the busiest time of the year for all headline entertainers. The challenge: to identify available headliner acts and find a "hole" in their existing touring schedules.

The tactics: acting as a middle-agent and drawing on the best practices area from his book, "Event Entertainment and Production" (Wiley © 2004), his company did their research by: 1. Finding viable artists, 2. Discovering an opportunity in their schedule, which resulted in 3. Having a calendar opening within 250-500 miles of their other surrounding engagements. And...viola! The resolution: Sonder's industry innovation resulted in meeting the customer's need through the creation of a new date on the artist's calendar, where there was none before, and the advertisement by Sonder's website [www.marksonderproductions.com](http://www.marksonderproductions.com) and those of the buyer, the artist and of the artist's Fan Club!

Who benefits and why? According to Sonder, "Buyers of all types benefit by getting the artists they wish at the price level they can afford. They choose the artist(s), I find the opening in their schedule, negotiate, and make it happen." Sonder's innovations, which already distinguish his company, have created dates for artists otherwise too busy to perform at a corporation's or an association's special event. Now he is doing the same for the public sector. For example, the final concert of the summer for a Midwest city was a sold-out crowd who enjoyed the show of country superstar Phil Vassar on Labor Day weekend.

Mark Sonder Productions, Inc. is the first agency to receive a testimonial from recording artist Eddie Money, who filled a gap for a corporation's event: "Mark Sonder Productions is the industry expert. They are great to work with because they know all the ins and outs of the business."

As an award winning entertainment agency, Mark Sonder Productions, Inc. has been recognized for designing headline entertainment and production services for corporations, associations and facilities. Contact information: +1-540-636-1640 or [www.marksonderproductions.com](http://www.marksonderproductions.com)

*Photo of Mark Sonder, CSEP attached.*

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