

Christopher Casey Arnstein

1124 E. Whiting Ave., Fullerton, CA 92831

Phone: 714-626-0875 Fax: 714-626-0876, ca@thearnstein.org / www.thearnstein.org

PROFESSIONAL:

- 1988 - 2012 **THE ARNSTEIN ORGANIZATION.** Event and Tour Management; Live Event and Video Production for Musical Performances, Broadcast, Concerts, Charity Fund-raisers, Conventions, Special Events Personal Management; Career Guidance, Career Team Staffing, Contract Negotiations, Branding, Contract Negotiations; Client Appearances, Concerts, Film, Internet, Labels, Licensing, Merchandizing, Event/Tours: All Contracts, Riders, Staffing, Design, Film/Recording, Glam Squad, Production, Vendors Talent Booking: Target Marketed, Concerts, Conventions, Corporates, Festivals, Privates, Promotional; Public Relations, Product Promotions and Marketing Campaign, Creation, Coordination, Operations; Lectures and Seminars on the Entertainment Business: for Agency, Artists, Athletic Organizations, Corporate, Community, Interest Group, Management, Music Label, TV Channels and University Clients Product Branding; EPK Creation, Artwork, Logo Creation, Merchandising, Photo Shoot/ Video Production Travel Coordination: Booking, Charters, Cruise logistics, Hotel Negotiations and Air Freight, Software Consulting for Live Events, Conferences, Conventions and Tours.
Services provided to Vanessa Williams, Julio Iglesias, Christian Castro, Pepe Aguilar, Pointer Sisters, Michael McDonald, Natalie Cole, Jennifer Lopez, Air Supply, Bad English, Brett Michaels, Rachelle Ferrell, Sam Kinison, Madonna, Journey, Stevie Nicks, John Waite, Joe Walsh, Styx, ELO, Helen Reddy, The Eagles, Patrizio Buanne, Loren Johnson and many others.
- 1983 - 1984 **SECURITY OPERATIONS GROUP, Executive VP of Branding, Marketing Merchandising.** Marketing Anti-terrorist training to Law Enforcement, Corporate and Civic Security
- 1995 - 2012 **TALENT BOOKING.** Festival at Sea, Comedy at Sea; Nanning International Folk Festival (China); Earth, Wind & Fire, Gannett "Boy Toys" & Women's Fairs; CTAM Golden Palm Awards, Privates
- 2001 **BEIJING OLYMPIC BID COMMITTEE.** Co-Executive Produced Beijing Olympic Bid Media Package with Thomas Ho and Beijing 2008, Olympic Bid Theme Song with Emilio Estefan
- 1995 - 2010 **UCLA EXTENSION, Instructor** "International, Tour, Live Broadcast and Event Management" Coordinated Curriculum, Hired Instructors, Arranged Field Trips and Taught 400 Japanese Students for Pacific Roads/UCLA Extension in Production.
- 1983 – 2012 **LIVE EVENT TV / VIDEO PRODUCTION CREW:** Pointer Sisters, Vanessa Williams, Journey, Madonna, Bad English, Air Supply, Jon Secada, Patrizio Buanne, Julio Iglesias, Cable TV Association of Marketers, Golden Palm Awards etc.
- 1975 – 2012 **FACILITATED TALENT APPEARANCES:** Good Morning America, CBS Morning Show, The View, Wendy Williams Show, Tonight Show (Carson and Leno), David Letterman, Good Morning Chicago, A&E, America, Arsenio Hall Show, Blockbuster Awards, Today Show, Live with Regis and Kathy Lee, VH-1's The List, MTV Awards, Grammy's, Academy Awards, American Music Awards, Golden Globes, In Concert, Midnight Special, SNL, AFI Awards, The Muppets, Carousel of Hope, numerous International TV Programs, Specials, Fundraisers, Political Media Events.
- 1978 – 2012 **MEDIA CAMPAIGN CONTRIBUTOR:** The Pointer Sisters, Patrizio Buanne, John Waite, Festival at Sea, Bad English, Air Supply, Shade Tree Women's Shelter, Sylvester Stallone.
- 1976 – 2012 **VIDEO / EPK PRODUCTION TEAM:** Bad English: "When I See You Smile," "The Price of Love," Journey: "CBS TV Special." Air Supply: "Air Supply in Korea," "Stronger Than the Night," Pointer Sisters, "Live from Billings, MT." and EPKs, "Natalia Meets the Pointer Sisters," Patrizio Etc.
- 1980 – 2006 **PERSONAL MANAGEMENT SERVICES:** John Waite, Alan Hewitt, Paul Klingberg, Kicking Harold, Loren Johnson, Upstream, Camouflage, etc.
- 1975 – 2012 **TOURING SERVICES:** Vanessa Williams, Pointer Sisters, Patrizio Buanne; Morey Management/ Pepe Aguilar, Cristian Castro; Cuervo Entertainment/ John Waite, T.A.O/ Rachelle Ferrell KBM/ Julio Iglesias Anchor Marketing / Natalie Cole, Dan Cleary/ Michael McDonald, Air Supply, Bad English, Stevie Nicks, Sam Kinison, Styx, ELO, Fiona, Brett Michaels w/ Poison, Boz Scaggs, The Eagles, HK- Frontline Management/ Madonna, DeMann Entertainment/ Journey, Herbie Herbert Management/ Sylvester Stallone, Helen Reddy, Flip Wilson, Tower of Power, Bad Finger, etc.

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SKILL SETS

PLANNING

Teach and lead Research to determine prime Target Market Demographics for clients in order to facilitate Branding Campaigns to expand markets Domestically and Internationally.
Prepared Financial Forecasts for Albums, Benefits, Tours, Special Events, Multi-media Campaigns, Merchandizing Campaigns, Videos, Special Projects, Studio Construction.
Advance and contract for all Production Requirements, hire Staff, arrange all Travel and Transportation, prepare Tour and Promotional Events Itineraries.
Negotiate substantial savings for employers in Production, Equipment, Marketing, Travel etc..
Develop and negotiate Cross-Promotional Product Endorsements and Sponsorship Agreements for Artists.
Create Marketing Plans for Album releases, Domestically and Internationally.
Balance Employer's needs to maximize benefits of Media Exposure and Commercial efforts with maintaining optimum health and well-being of Clients.

ACCOUNTING

Create budgets for all aspects of tours, recordings, videos and special events.
Responsible for show settlements, review promoter claimed expenses for presentation, advertising, hall rental, staffing, catering, security, etc.
Handle cash disbursements. Prepare accounting statements.
Forecast, maintain financial discipline, prepare accounting statements and wrap up all financial transactions for live event productions, marketing campaigns and release of videos, albums, CDs and EPs.

OPERATIONAL

Wrote a comprehensive Workbook on Touring: Tour Accounting, Air Freight, Contracts, working with Various Entities involved in Touring: Agencies, Management, Production, Promotion, Merchandizing, Video etc.
Created and supervised cost-effective, operationally efficient, inter-personally rewarding, media-awareness maximizing business operations to maximize the R.O.I of Clients.
Provide career direction, A&R consultation, contract negotiation, budgeting projects for clients.
Arranged for and supervised mutually beneficial publicity campaigns for clients and buyers.
Produced, Employed crews for live performances; tours, concert venues, TV specials and special events.
Employ office staff, producers and production staff.

PRODUCTION

On site production responsibilities for video shoots, live events, touring shows, live TV broadcasts and special events.
Design sets, staging, projection packages for major productions, stadiums, casinos, arenas and theaters.
Built analog and digital track studios for album and demo production. Produced demos and three album releases.
Coordinate music artists' live performances for international live, internet, TV & radio programs.
Tour manage live event from single act clubs to multi-artist stadium events.
Design lighting for artists appearing on tours, in casinos, on TV shows.
Mix house sound at industrial events, state fairs, clubs, theaters, arenas.
Coordinate musical directors with orchestras internationally.
Cost-effective touring and marketing campaigns through creative use of technology.
Coordinated and taught 400 Japanese students in Set Design, Lighting Design, PA Engineering, Events Planning.
CTAM, Cable Television Association of Marketers, Golden Palm Awards Banquet

MARKETING

Develop and implement multi-media marketing plans for artist products on indie and major labels.
Develop and implement multi-media marketing plans for Festival at Sea Cruises, Security Operations Group and various Charity Benefits, including Shade Tree Woman's Shelter in Las Vegas.
Design packaging, POP displays, artwork for nationally distributed product.
Oversaw and Designed packing for The Pointer Sisters, "Favorites" CD.
Produce, write and purchase radio spots and supervise media buys to market products.
Design cross-promotional touring events to increase product awareness.
Produce and write music videos, promotional ads.
Properly utilizing all potential Marketing opportunities for Live appearances from single events to Major International Tours, using Televised Advertising / Live Appearances, Radio, Corporate Sponsorships/Branding, Internet, Print Media, Street Teams are art of my UCLA Extension Classes.

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PROMOTION

Helped Clients create unique image through imaginative photo, video shoots and Internet, TV, Radio campaigns.

Set up and execute national and international promotional tours, TV Performances.

Work with Artists, Managers, Buyers, PR and record companies to coordinate radio, TV and print interviews, reviews, contests, promotions and live event coverage.

Write bios, press releases, advertising copy, liner notes.

Produce, Film and Edit EPKs for Clients.

LEGAL

Drafted and negotiated with attorneys; contract riders, talent appearances, publishing agreements, synch licenses, licensing and merchandising agreements, management contracts, endorsement, partnership agreements, merchandizing, and recording contracts. Obtained recording, syndication & booking contracts.

Life Performance and Rider Contract Agreements are a vital part of UCLA Extension Classes and Lectures.

EDUCATION:

BA Pomona College, psychology major

Cal. State Fullerton: Graduate Classes in Psychology.

UCLA Entertainment Extension Certificate: Artist Management

UCLA Entertainment Extension Certificate Program: Strategic Planning, Film & TV