



Intranets
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Project Management

Brazen Management keeps concert tours in tight harmony using custom intranet sites



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Project Management

Brazen Management Concert Management

Managing a concert tour takes a lot of work. Schedules need to be coordinated, venues booked, promotions planned, transportation arranged, merchandise ordered, and more. And a lot of people are involved in the process. Everyone from the band, booking agents, to the record label executives, plus countless others all need to be informed of the latest news and changes.

Ultimately, the tour manager is the one responsible for the success of the event. David Kekone of Brazen Management pulls off such feats flawlessly time and time again. It's all about effective project management and communication, and Intranet.com is his secret weapon.

Kekone is currently managing the tour for the band Amen, who will be opening for Nikki Sixx in cities throughout the US and Canada. Executives at Sony, the band's record label, and AOL, the tour sponsor, all need to communicate effectively with Kekone and his team, and in a timely manner.

Intranets.com has become an integral part of the Brazen Management team's daily lives. Kekone says his colleagues all have the same reaction when he introduces them to Intranets.com. "It becomes second nature, and you can't imagine doing your job without it."

Intranets.com is a huge time saver for Kekone and his colleagues. "Without our intranet, it would take a long time to disseminate information," says Kekone. "The first thing I do at the start of a project is set up a new intranet site. It takes about five minutes."

Kekone and his colleagues use the Document Manager to share information with one another. Often people involved in a project are working in different time zones, even on different continents, so the version control feature is ideal for them.

"Anyone one of us can check out a document and update it, and because it's stored in one central place, you always know you're looking at the most current information." For a venue change, for example, the booking agent would normally contact someone at Sony, who would then contact me, and then I'd finally get the message to the band. But since we all know we can find the latest news about the project on our intranet, we don't have to waste a lot of time tracking people down on the phone," he says.

"The Web Email and Task Manager applications are invaluable," says Kekone. "Each morning my assistant in Los Angeles logs on to see exactly what needs to get done that day and communicates with the team almost immediately." The Expense Report tool makes it easy to stay organized with vendors on the road. Kekone likes that "everything is available on the web from any hotel anywhere."

Kekone is a big fan of Intranets.com because it's consistently helped him to be very successful. He looks forward to a successful tour with Amen and many future events, and he wouldn't think of doing it without Intranets.com.

"[Our intranet] becomes second nature, and you can't imagine doing your job without it."

- David Kekone
Brazen Mgt.

