

TOP  
CREATIVE  
TOP SCALE PERFORMANCES



# D I V E I N

Artist Engagement

# STEP INSIDE OUR ARTIST ENGAGEMENT DIVISION

Our Artist Engagement division is ***focused*** on creating immersive, ***unforgettable*** experiences that go beyond just the music or performance.

This approach aligns well with the evolving expectations of modern audiences, who increasingly value personal ***connections*** and unique, ***multi-dimensional*** entertainment.

## WHY DOES AN ARTIST NEED CREATIVE DIRECTION?

**Our creative team bridges the gap between the artist's vision and the audience's expectations. The artist's focus should remain on delivering an exceptional performance.**

**We are the artist's partner in storytelling, turning a performance into an immersive journey that resonates with audiences.**

"A show begins when a fan arrives at the venue, and ends when they get back in the car from the show. We will design, create and plan each step of the experience along the way."

~ Ryan Maag,  
Director of Performance, Events and Audience Engagement



# OUR PROCESS UNFOLDS IN FOUR IMPACTFUL STEPS

A person is shown from the chest up, with their right hand raised and fingers spread. They are holding a blue marker in their left hand. The background is a dark, starry space with a nebula-like glow. The overall tone is inspirational and creative.

## 1. VISION

We start with the artist's vision—aligning their goals, audience emotions, and key takeaways through our unique onboarding process.

## 3. EXECUTION

Once the artist is comfortable and the vision is finalized, we integrate it into the show, performance, and set.

## 2. EXPLORE

In rehearsal, we explore ideas and creative moments, ensuring the artist's comfort and alignment with their personal brand.

## 4. ANALYSIS

The final step is show analysis. We assess the performance to find areas for refinement and elevation.

# HOW WE ELEVATE ARTISTS:



Plan and execute to ensure seamless integration of the set list, stage plot, and production.



Elevate the artist's image to align with their personal brand and the label's vision, all while preserving their unique identity and authentic essence.



Guide and optimize the artist's movements on stage to create a dynamic, aesthetic, and captivating performance.



Design and refine the delivery of show elements, including impactful entrances, exits, interludes, and transitions.



Cultivate and guide the Artist in mastering audience engagement, meet-and-greet interactions, red carpet poise, and media charisma.



Conduct in-depth reviews of shows, providing actionable insights and strategies for enhancement.



Collaborate with artists to align their performances with their unique personal brand, ensuring authenticity and audience connection.



# SEE WHAT PEOPLE ARE SAYING...

"Ryan Maag and his team are extremely vetted, proving the ability to speak multiple languages in the world of entertainment. He is not just a hireable creative, **Ryan is a "Game-Changer."**



Stacy Swain, Executive Producer, Manger and Show Developer.

"Ryan is a visionary. We have worked across several industries together and every project completely enriches because he is involved. **He is not only a true artist and creative, but he has the business acumen to match. He is a complete rarity.**"



Adley, Owner/Creator of Viralish the Social Media Empire

"Ryan with TSP Creative is a dedicated and creative architect of live performances who is passionate about creating unforgettable experiences for every event. **Ryan is a true visionary.**"



Simon Lythgoe, Executive Producer Netflix "Meet Me Next Christmas", and Creator of "American Idol" and "So You Think You Can Dance".

"In life, you sometimes are given the extraordinary opportunity to encounter individuals who instantly become part of your personal **"network of excellence."** They are your **"go-to"** kind of people. Ryan and his team **have quickly become a part of mine. TSP is great people, great ideas, and truly are great at being great!**



Gordon Kerr, President / CEO Black River Entertainment, Black River Records, Black River Publishing

"Ryan Maag & TSP Creative are luminaries in live entertainment, orchestrating unforgettable experiences that captivate audiences. I greatly respect their visionary approach, crafting immersive spectacles and setting the stage for unforgettable moments that resonate deeply."



Sooner Rae, Owner/Creator of Playground & Award Winning Lighting and Production Designer

# CREATIVE COSTS

1.

## QUOTE OPTION:

Artists often require tailored creative expertise for unique, one-time projects or shows. To maintain budget flexibility, we provide custom pricing and direct quotes based on the specific needs of each project.



2.

## DAY RATE OPTION:

We offer flexible pricing with both full-day and half-day rates. For rehearsals, most artists opt for the efficiency of our half-day package.



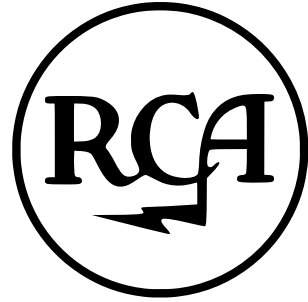
3.

## RETAINER OPTION:

In certain cases, it may be advantageous for artists, management teams, or labels to engage TSP on a monthly, quarterly, or annual basis. Rates for these ongoing partnerships are customized based on the scope of work.



# OUR CREATIVE WORKS HAVE BEEN SEEN ON:



LET'S DIVE IN TOGETHER.



TOP SCALE PERFORMANCES

## CONTACT

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