

Yamaha Partners With Entourage Pro Production Crew Resource



Karl Christmas, European product manager at Yamaha Music Europe GmbH

As the live production industry enjoys a long-awaited renaissance, Yamaha has partnered with Entourage Pro, a new and free-to-join global networking platform which provides a much-needed new way to source and accredit production industry personnel.

Covering 140 professional freelance roles in a wide range of technical disciplines - including sound, lighting, video, staging, production management, logistics, catering, artist services and more - the platform has been designed to be a quick and easy way to connect personnel to productions (and vice-versa) for anything from a one-off show to a world tour.

Its directors, Joel Perry and James Stanbridge, approached Yamaha, knowing that the company's reputation for high standards, reliability, future-proofed technology

and global reach mirrors the Entourage Pro ethos. Seeing the advantages that Entourage Pro offered, and keen to support the re-emergence of live entertainment, Yamaha was happy to become an official partner.

“The moment we were introduced to the concept of Entourage Pro, the team at Yamaha immediately recognised the opportunities that it could bring to both crew and production companies,” says Karl Christmas, European product manager at Yamaha Music Europe GmbH.

“In supporting the development of this platform, Yamaha is confident that it will be a significant resource for our friends and colleagues in the industry as it gets back on its feet.”

“We are very pleased that Yamaha is an official partner of Entourage Pro,” adds Joel Perry. “As with all of our partners, the company is a world leader in live entertainment technology which has firmly embraced the Entourage Pro vision for the future. As we establish ourselves as the vehicle for freelance crew to secure work in a new way, aligning with brands such as Yamaha gives us a strength in global reach and visibility which is vital to our success.”

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