WAY Entertainment is a multifaceted entertainment company located in Nashville, TN. The company, created by two former Sony executives, Jon Elliot and Christian Svendsen, offers client support on many entertainment platforms including artist management, marketing services, and merchandise. The company consists of two subdivisions, A3 Merchandise, and Relay Productions, that both fall under the WAY Entertainment name, which now totals close to 20 employees. The ultimate goal, to create a music festival that consists solely of WAY Entertainment products and clients, appears to be possible in the near future.

As an intern, I enjoyed a relaxed office environment because of the “come-and-go” office routines of artist managers and merchandising. Relay Productions consists of a handful of band managers who work in the office from Monday through Thursday, typically leaving Thursday afternoon to hit the road with their artist or band. Most all bands represented by Relay fall into the country music genre. The country music industry, unlike many other genres, find it sufficient to only tour on weekends. Relay Production’s employees focus on preparing for an artists upcoming shows by making sure all travel, equipment, and funds are accounted for. A3 Merchandise designs and distributes the artist’s merchandise for shows and other promotion events.

An exciting proponent of the internship is being available for an artist or a band that may have last minute requests before a show or a trip. Interns may be
instructed to go to different locations around “Music Row” in Nashville for various reasons such as equipment or instrument repair, or being on hand at a band’s practice for any of their needs. The main responsibility for artist managers, after all, is to always be available for all of their reasonable needs. Interns also aid in the office as well by booking flights, hotels, and venues for shows in the near future.

Communication skills become highly practiced in both the production and marketing aspects of the internship. Being able to iterate what, how, and when things are needed is very important when planning a show for thousands of people. The intern also learns a variation of a program that many production companies use in order to file and schedule all client events and networks. Overall, the internship provides experience in communication, technical abilities, and sudden problem solving, all of which are rewarding when you have the chance to go watch the finished product on stage. Interning with WAY Entertainment gives an appropriate introduction to how the entertainment industry works. As a society we turn to entertainment to escape from the normalcies of our everyday lives. This internship provides a glance at the “behind the scenes” work that goes into what people expect at a show and connections to these wonderful people who enjoy working to make that escape possible.

Personally, I affirmed an interest in the music industry with its fast-paced communication and intricate planning necessities, that compliments it’s laid back workplace attitude for music lovers such as myself. Despite always being on my toes for sudden changes or needs, I found myself enjoying sharing a common
interest, listening and talking about music in the office everyday. I will forever appreciate the many different types of people involved in entertainment and music that makes the industry so intriguing.