



LA SORDERA[®]
LIVE ENTERTAINMENT



LASORDERA.COM



@LASORDERA



LA SORDERA



RAWAYANA
SALA RAZZMATAZZ, SALA I-
BARCELONA, SPAIN. 2023



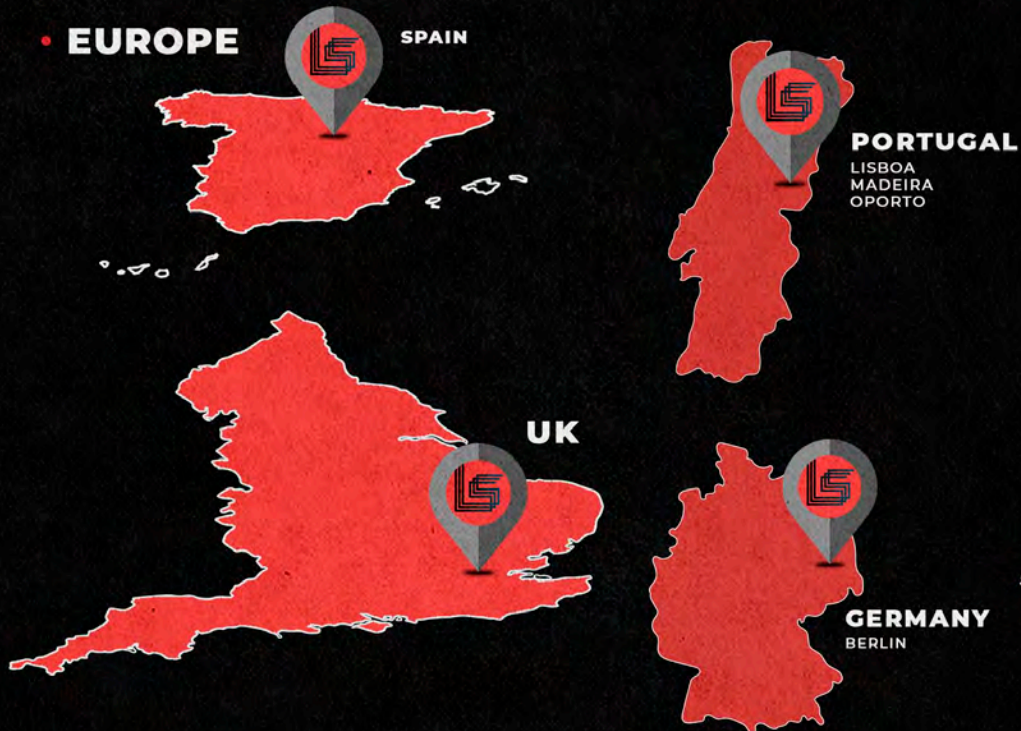
LA SOR DERA

OUR ESSENTIAL PURPOSE IS TO
SUPPORT AND ENSURE THE SUCCESS
OF **ARTISTS** AND THE **SHOWS** WE
PRODUCE.

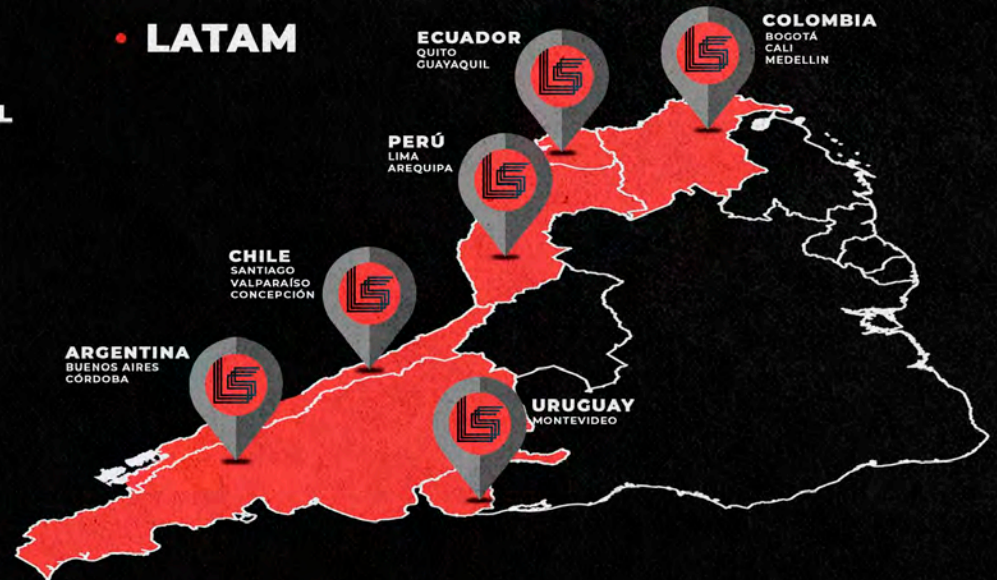
WE PRODUCE THE IDEAL TOUR

WE WILL TRAVEL THROUGH THE COUNTRIES
WHERE WE HAVE A **BRANCH OFFICE!**

• EUROPE



• LATAM





SINCE AUGUST 2017 WE'VE ACCOMPLISHED:

+320 **SUCCESSFUL**
SHOWS

+140.000
ATTENDEES

+30
ALLIANCES



LASSO
ANFITEATRO PARQUE DE LA EXPOSICIÓN -
LIMA, PERÚ. 2022



LASSO
TEATRO OPERA ORBIS,
BUENOS AIRES, ARGENTINA 2022

TEAM

WE ARE A **MULTIDISCIPLINARY TEAM** OF PROFESSIONALS SPECIALIZED IN THEIR FIELDS, WHOSE ESSENTIAL PURPOSE IS TO PUT OUR MAXIMUM EFFORT INTO ACHIEVING THE NECESSARY OBJECTIVES TO ENSURE THE SUCCESS OF THE SHOWS AND CONTENT WE PRODUCE.

OUR TEAM IS STRUCTURED IN THE FOLLOWING DEPARTMENTS



BOOKING



**PRODUCTION
MANAGEMENT
TOURING**



**BUSINESS
MANAGEMENT**



**MARKETING AND
COMMUNICATIONS**



**ARTISTIC
VISAS**



**CUSTOMER
SERVICE**



LED VARELA
TEATRO CAUPOLICÁN, SANTIAGO, CHILE. 2022

**HOW ARE
WE GOING
TO ACHIEVE
OUR MAIN
GOAL ?**



CARAMELOS DE CIANURO
SALA RAZZMATAZZ, BARCELONA, SPAIN. 2022

1. WE DEVELOP BRANDING STRATEGIES TO TARGET OUR **ARTISTS'** AUDIENCES.

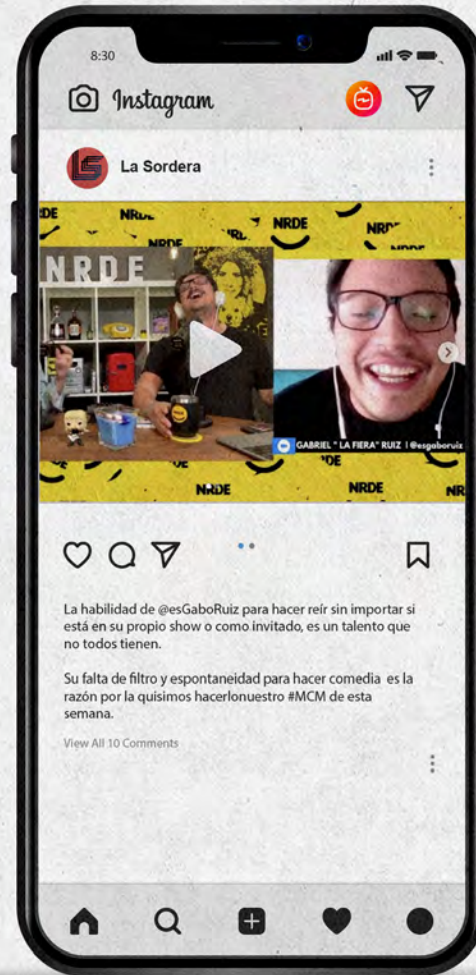
WE CARRY OUT AWARENESS ACTIONS THROUGH OUR PLATFORMS AND THOSE OF OUR MEDIA PARTNERS TO SUPPORT THE SHOW'S PROMOTION.

WE USE STRATEGIES THAT HAVE ALREADY HAD PERFORMANCE RESULTS AND WE GENERATE THE NECESSARY ACTIONS FOR THE EFFECTIVE COMMUNICATION OF EACH ARTIST.

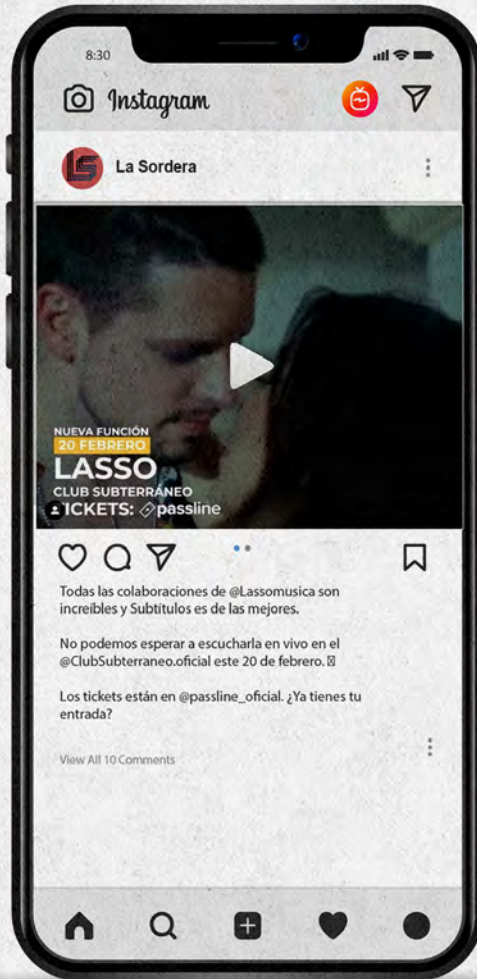


• **AWARENESS CONTENT**

• AWARENESS CONTENT



• PROMOTIONAL CONTENT



2. WE HELP OUR **ARTISTS** TO GROW IN DIFFERENT MARKETS

WE FOCUS OUR RESOURCES IN TO THE POSITIONING OF THE ARTIST IN THE PLACES WHERE WE ARE. ACHIEVING GREATER EXPOSURE AND NEW AUDIENCES

• **ON-SITE MEDIA TOUR**



• **DIGITAL MEDIA COMMUNICATIONS**

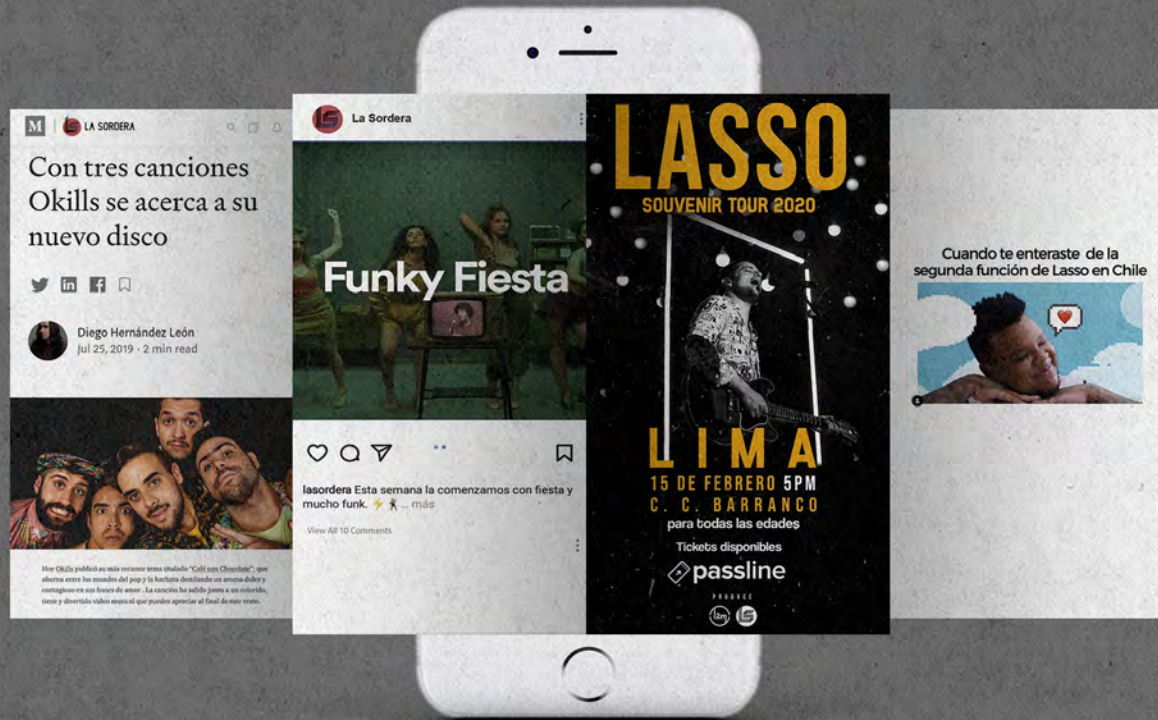


•TRADITIONAL MEDIA **BRANDING**



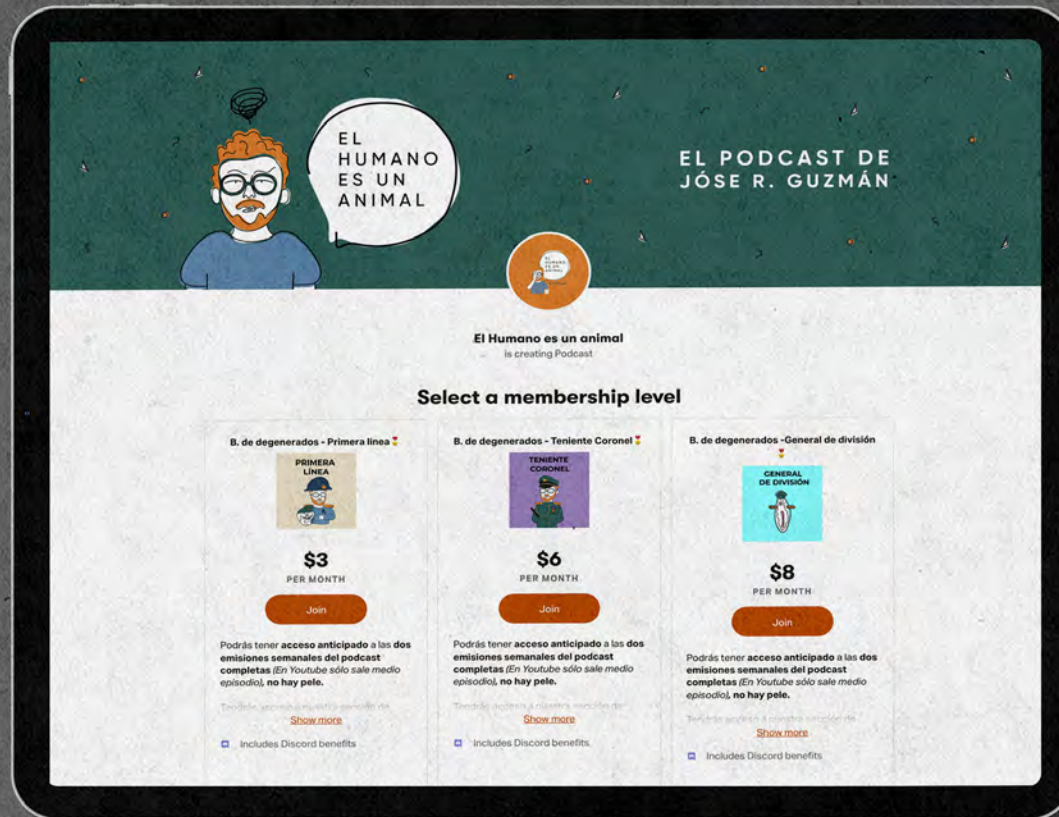
3. CARRYING OUT **MARKETING & COMMUNICATION** ACTIONS.

WE HAVE DIFFERENT FORMATS TO MAINTAIN CONTINUOUS AND COHERENT COMMUNICATION FOR THE SHOWS AND ARTIST.



TO SEE MORE SCAN
THE QR CODES

IF YOU ARE A CONTENT CREATOR WE SUPPORT YOUR MARKETING



TO SEE MORE SCAN
THE QR CODES

4. PRODUCTION OF **QUALITY SHOWS**

WE DELIVER A 360° SERVICE WITH A SOLID STRUCTURE
AND EFFECTIVE COMMUNICATION





CARAMELOS DE CIANURO
SALA LA RIVIERA, MADRID, ESPAÑA 2022

RAZZMATAZZ

CARAMELOS DE CIANURO
SALA RAZZMATAZZ SALA I-
BARCELONA , SPAIN. 2022

WHY SHOULD YOU CHOOSE LA SORDERA?

- 1. WE ARE PASSIONATE ABOUT THE PROFESSIONAL ENTERTAINMENT INDUSTRY.**
- 2. OUR CLIENTS VALUE THAT WE KEEP UP WITH THE ENTERTAINMENT WORLD TRENDS AND UPDATES, FOCUSED ON THE ONES THAT HAVE THE MOST POTENCIAL FOR THE TARGET AUDIENCE FOR EACH ARTIST.**
- 3. OUR CLIENTS APPRECIATE THAT WE PRODUCE SHOWS AND CONTENT THAT WE LOVE.**
- 4. WE HAVE A TEAM OF PROFESSIONALS FROM DIFFERENT AREAS COMMITTED TO HIGH QUALITY LIVE ENTERTAINMENT.**

WHY SHOULD YOU CHOOSE LA SORDERA?

- 5. OUR SUPPLIERS ARE COMMITTED TO GIVE QUALITY SERVICES AND TO HAVE A LONG-TERM RELATIONSHIP WITH OUR TEAM.**
- 6. OUR CLIENTS VALUE THE RELEVANT CONTENT THAT WE DEVELOP AND OFFER THEM.**
- 7. WE PROVIDE SERVICES THAT GUARANTEE THE COMFORT AND SUCCESS OF THE ARTISTS.**
- 8. OUR CLIENTS APPRECIATE THAT WE HAVE A LONG-TIME COMMITMENT TO THE PROFESSIONAL LIVE ENTERTAINMENT INDUSTRY.**
- 9. WE STRIVE TO BUILD LONG-TERM AND MUTUAL-BENEFIT RELATIONSHIPS WITH THE CLIENTS WE WORK WITH.**



GEORGE HARRIS
MOVISTAR ARENA, SANTIAGO, CHILE. 2019

WHAT **OUR CLIENTS** VALUE

1. WE DELIVER AND CREATE OFFER PROPOSALS WITH AN OPTIMAL SPEED OF RESPONSE.
2. OUR CLIENTS VALUE THE PROVEN EXPERIENCE THAT WE´VE ACHIEVED REGARD OUR MANAGEMENT SERVICE AND PRODUCTION OF EVENTS.
3. WE PROVIDE A HIGH QUALITY HOSPITALITY SERVICE AND TECHNICAL SERVICE FOR EACH SHOW.
4. WE DELIVER STRATEGIES FOR THE TOP OF MIND AND DEVELOPMENT OF THE ARTIST IN THEIR TARGET MARKETS.

WHAT OUR CLIENTS VALUE

- 5. OUR CLIENTS VALUE THE GOOD REPUTATION OF OUR EVENT MANAGEMENT AIMED FOR THE LATIN-AMERICAN COMMUNITY.**
- 6. WE PROVIDE A TEAM STRUCTURED BY DEPARTMENTS TO COVER THE SERVICES AND NEEDS OF EACH ONE OF OUR CLIENTS.**
- 7. OUR CLIENTS KNOW THAT WE OFFER THE IDEAL TOUR IN LATINAMERICA & SPAIN.**
- 8. WE DELIVER A COMPLETE AND COHERENCE SERVICE WITHIN THE INDUSTRY, ALWAYS THINKING GLOBALLY AND ACTING LOCALLY.**



LA VIDA BOHÈME
SALA ROCK CITY, VALENCIA, ESPAÑA. 2022



CRÁNEO Y LASSER
BLONDIE, SANTIAGO, CHILE. 2022



VISION

OUR GOAL FOR THE NEXT YEARS IS POSITIONING LA SORDERA AS THE PRODUCTION COMPANY THAT PRODUCES THE MOST ADMIRED AND RESPECT LATIN ARTISTS FOR THE HISPANIC MARKETS.



GEORGE HARRIS
MOVISTAR ARENA, SANTIAGO, CHILE 2019



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