

Fancy a private Beyoncé show? Meet the fixers behind the world's most exclusive gigs

Celine Dion does them, so do Noel Gallagher and Rihanna. Here's how you can get a megastar to play at your party



Rihanna, Beyoncé and Noel Gallagher have all played lucrative private gigs
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Einzig specialises in offering a “turnkey” service, taking care of staging, transport and accommodation and acting as the bridge between client and artist. He has described his company as “the pilot fish on the bottom of the shark — the shark can eat us at any time but they need us to help them”. Sometimes there may be specialist requirements. Trainor told me about playing a private show in Tulsa, Oklahoma, with her two young children. “We had a blow-up bed for my toddler with a tent and a blow-up bathtub for the baby. It was chaos.” Some artists, though, have perfected the art of the quick turnaround. “If they’re going on at nine o’clock, they land at 7.30 in a private plane, get over to the venue, maybe there’s a meet and greet, they do the show, towel off and ten minutes later they’re in the car going back to the airport,” Einzig says.