
FOR MANAGERS, BOOKING AGENCIES AND ARTIST TEAMS

Digital booking infrastructure for your artists

Showcase your roster with professional profiles, open a shareable booking page for every artist and manage incoming requests from a single panel. Turing is not a management agency; every booking request is forwarded directly to you — the artist's registered manager.

270+

ARTISTS

6

SERVICE CATEGORIES

81

PROVINCES

7

FREE TOOLS

Turing at a Glance

Turing is the digital booking infrastructure that gathers request flow, calendars and deal-making into one panel for managers and booking agencies. It is not a management agency; every request goes to the artist's registered representative — you.

THREE CORE VALUES FOR YOU

- 01 One-channel demand**
Standardized requests with budget ranges instead of scattered DMs and phone calls.
- 02 Recorded process**
Offers, contracts and correspondence sit in a single timestamped flow.
- 03 Data-driven planning**
Tour routes and priorities built on the Demand Map and streaming insights.

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What is Turing?

Turing is a B2B marketplace that brings event organizers and service providers together on a single platform. Requests, offers and digital contracts move through one flow; every step of the process is on record.

Payment and collection status is monitored through the financial tracking screen in the app. Service fees are settled between the parties under their own agreed terms — Turing does not act as an intermediary for these payments.

TRANSPARENT REVENUE MODEL

Turing earns revenue from only two sources: a tiered commission from organizers per completed transaction (15% down to 5%) and an optional subscription for service providers (Free / PRO / PREMIUM). There are no hidden fees of any kind.

END-TO-END SUPPLY ACROSS SIX CATEGORIES

- 01 Artist & Booking**
Artist access through managers and booking agencies
- 02 Technical Production**
Sound, lighting, stage and LED systems
- 03 Venues**
Concert halls, open-air spaces, hotels, studios
- 04 Accommodation**
Group accommodation for artists and crews
- 05 Transport**
VIP transfers, crew transport, equipment logistics
- 06 Operations**
Security, front-of-house and field staff

Real Problems from the Field

This file starts from your agenda: on the left, a problem the industry faces every day; on the right, its counterpart on Turing.

PROBLEM	WITH TURING
1 Requests arrive scattered across Instagram DMs, phone calls, e-mail and word of mouth; separating a serious request from idle price-checking takes days.	Turing gathers demand into one channel and standardizes it: every request states event type, date, city, venue and budget range up front. You spot the requests worth evaluating at first glance.
2 Running two negotiations for the same date, verbal options and calendar clashes cost you reputation.	The per-artist availability calendar is the single source of truth: options and confirmed dates are on record, and clashes surface at the offer stage — not on show day.
3 Deal terms get lost in long mail threads and chat apps; when a dispute comes up, nobody can prove who said what.	Offer, revisions and the digital contract live in the same workflow. Every step of the agreement is a timestamped record; you never waste time hunting for documents.
4 Tour and pricing decisions run on gut feeling: which city has real demand, which genre is rising — none of it is visible.	The Demand Map provides city- and genre-based demand scores; in-app artist insights show streaming data. You build routes and priorities on data.

Example flow: the festival request that lands on a Friday

The steps follow the real platform flow; names are illustrative.

- 1 A university festival based in İzmir leaves a request on your artist's public booking page (turingtr.com/artist-name): date, stage, expected audience and budget range are already in the form.
- 2 The request hits your phone instantly. You check the artist's calendar: the date is free, and there is another option in the Aegean region the same weekend — the route makes sense.
- 3 You open your offer template, add your terms and send it within minutes. The organizer's counter-offer arrives on the same screen.
- 4 The deal is recorded with a digital contract; the date is locked in the calendar. Payment terms are set in the contract — you follow collection status in the app's financial tracking.
- 5 After the event, the organizer's review is added to your profile; next festival season finds you on Turing, not through cold calls.

What Does Turing Offer You?

Organizers across Türkiye look for artists on Turing. For managers and booking agencies, Turing combines visibility, request flow and operations management in one platform.

01 Professional artist profiles

A rich profile for every artist with photos, videos, biography and genre. Manage your entire roster under a single company account.

03 Targeted booking requests

Requests matching your event type, city and date arrive as instant notifications. Each request comes with budget range, venue and expected audience already filled in.

05 Demand data and insights

See which cities and genres are trending with the Demand Map; follow streaming data with in-app artist insights and plan tour routes on real data.

07 Recorded process and financial tracking

Offers, contracts and correspondence are recorded on the platform; you follow payment and collection status in the app. Service fees are settled between the parties under their own agreed terms.

02 Public booking pages

A short-address booking page at turingtr.com/artist-name, indexed by Google. Share it on social media; every request from the page lands directly with you.

04 Offer and digital contract flow

Send offers in minutes using templates; close the deal with a digital contract. All correspondence, documents and process history stay in one place.

06 alendar and availability management

Keep a per-artist availability calendar and prevent double bookings. Use the Academic Calendar tool to spot risky dates that clash with university exam periods.

08 Team and multi-company management

Invite teammates and assign role-based permissions. If you run more than one agency or company, manage them all with a single account protected by two-factor authentication (2FA).

How It Works

**01****Create your company profile**

Register your agency or management company and add your artist roster with full profiles.

**02****Open the booking pages**

Activate public booking pages for your artists and share the short address on your channels.

**03****Receive requests, send offers**

See requests coming from the web page and inside the app; send an offer with your own terms.

**04****Close with a contract, deliver**

Record the agreement with a digital contract; track the process in the app and let reviews strengthen your profile.

SUBCATEGORIES

DJ · Live Music · Stand-up · Dance Group · MC · Performing Arts

Start Free, Pay Only for What You Need

There is no commission on the supplier side; our revenue model is subscription only, and we never touch your service payments. Annual billing saves roughly 17%.

Free

£0

- 5 offers per month
- 3 photos
- Basic profile
- Standard search ranking

MOST POPULAR

PRO

£990 /mo (£9,900/yr)

- Unlimited offers
- 15 photos + 3 videos
- Analytics dashboard
- Offer templates and auto-offers
- PRO badge + higher search priority
- Priority support (12 hours)

PREMIUM

£2,900 /mo (£29,000/yr)

- Everything in PRO
- AI-assisted offers
- Advanced analytics + Excel / PDF reports
- Homepage featuring
- £5,000 monthly ad credit
- Dedicated account manager, 1-hour support

Frequently Asked Questions

Q. Is Turing a management agency?

A. No. Turing does not represent artists and is not a party to the booking process. Every request from the platform is forwarded to the artist's registered manager or booking agency — that is, to you; negotiation and agreement remain fully under your control.

Q. How does the public booking page work?

A. When you activate the page for an artist you manage, a short-address page is created under turingtr.com. The page is indexed by search engines; organizers leave requests through the form and you are notified instantly.

Q. Are artist fees visible on the platform?

A. No. Turing never publishes fee information for any artist. The price is set by the offer you send after evaluating the request.

Q. How does pricing work?

A. You can start free with 5 offers per month on the Free plan. For unlimited offers, analytics and featuring there are PRO (£990/mo) and PREMIUM (£2,900/mo) plans. There is no commission on the supplier side.

Free Professional Tools

7 free tools at turingtr.com/en/tools, no sign-up required: budget calculator, event checklist, cost comparison, technical rider builder, stage planner, academic calendar and demand map — all available in English (only the demand map explorer is currently Turkish).

Demand Map

City- and genre-based concert demand scores

turingtr.com/araclar/talep-haritasi

Academic Calendar

Pick dates that avoid university exam periods

turingtr.com/en/tools/academic-calendar

Technical Rider Builder

Standard rider documents for your artists

turingtr.com/en/tools/technical-rider-builder

turing

Ready to get started?

Open a profile on the Free plan today and start bidding on requests in your category.

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App Store



Google Play



turingtr.com