

Oliveras bring a wealth of experience in musical entertainment

BY VICTORIA WILLETT

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For over 29 years, the Loudoun County-based Olivera Music Entertainment has been providing professional music entertainment production for the Washington, D.C. metro area. Founded in 1987 by Connie and Kevin Olivera, this full-service agency can handle all the music details for any social or corporate event.

What differentiates the Olivera's company from other agencies is their first-hand knowledge of music entertainment production. As professional musicians, both Connie and Kevin Olivera had worked for agencies, which after clients had booked them, did not provide them the information on all the details necessary for a successful event. The Oliveras knew with their own company that they



Connie and Kevin Olivera with President Obama at an inaugural ball.

not only wanted their musicians fully aware of events details, but also "wanted to improve the expectation of our clients, ensuring them we will handle all music production elements for their event, plus coordinate with all other vendors for an event."

With over 200 ensembles, Olivera Music Entertainment has every style of dance and specialty band available from which clients

can choose. The Oliveras are always ready to assist clients with selecting the best music entertainment for their events. Their large selection of bands, soloists and small ensembles cover every style of music from classical and jazz to contemporary music.

But selecting music doesn't only include bands or DJs. The Oliveras also offer customized arrangements, scored specifically for themed client events. For a corporate awards ceremony, for instance, Olivera Music Entertainment will select the walk on/walk off music for each award recipient. They then write a custom arrangement, capturing the prime section of the music to portray these elements, often scored to be performed by a five-to-nine piece band.

"Someone who is not familiar with the special event industry is often not aware of the extent of the planning, execution and follow-through necessary for a successful event," says Kevin Olivera.


The Oliveras' company will handle everything from insurance and legal issues to coordinating with other vendors for an event, often doing site visits with other vendors to reconfirm all details and coordination prior to an event. They are even ready for any musical emergency. Connie Olivera, a pianist, tells of getting a frantic call from a client who for-

got to book a pianist, "I was doing yard work, covered in dirt, but I was at the venue performing 45 minutes later!"

Both Oliveras still perform regularly for special events, and as Connie Olivera says, "Performing great music is still a passion which inspires each of us." Connie is a pianist, performing classical, jazz and contemporary selections, as a soloist, an accompanist, in small ensembles and in a dance band. Kevin is a bassist, playing both upright and electric, a tubist and also performs classical, jazz and contemporary selections, in small combos, a dance band, a brass quintet and a Dixieland band, among others. The couple's connection to music allows the Oliveras to see all sides of the business, as a performer, an agent and a producer.

Olivera Music Entertainment's expertise as music entertainment producers has been utilized for large-scale events in the Washington, D.C. area, including presidential inaugurations, National Geographic's 125th anniversary and the Wolf Trap Ball. Their dedication to their business has been rewarded with numerous honors including "Home Based Business of the Year" and "Service Business of the Year" from the Loudoun County Chamber of Commerce. They have also received three "Best Music Entertainment Production" Capital Awards from the D.C. chapter of the International Live Events Association and an international award from the same organization.

With outstanding expertise and dedication to the art of music and award-winning credibility, it's no surprise that the Oliveras have worked with clients all over Loudoun County. Some of their most prominent include Lansdowne Resort, Salamander and the National Conference Center.



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