

# Playbook Hub launches Playbook

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*A web platform that solves the procurement process*

Last week, in a swanky soiree, Offlimit Communications transformed Level 3 Premium Venue in Kramerville into a spectacle of sight and sound. The occasion? The launch of Playbook; a web-based platform that simplifies the creative procurement process.



*Playbook founder, Rudi Pienaar*

Playbook gives artists and creatives of any kind the opportunity to upload their portfolio and list their socialised offerings. It allows users to contact them or their management and agents for bookings, performances or the commissioning of pieces of work. Each aspect of the platform has been developed to allow a business, corporate, event company or private individual to source, select, communicate and secure an artist or creative.

On the night, violinist Caitlin and Drum Machine entertained audiences, while 94.7's Alex Caige led the proceedings.

The brains behind the platform, Rudi Pienaar, sought to solve a problem he identified in the market. Pienaar, with this platform, successfully built a bridge between artist and client when booking personalities. Playbook provides security for clients and monetary guarantees for creatives in search of their next challenge.

"It's all about making the process easier for everyone, and Playbook seeks to do just this. It took two years of researching and perfecting and we are proud of the product we have today. As an easy-to-use online platform, Playbook's goal is to facilitate open communication between artists, agents and clients, and streamline the creative procurement process. The name Playbook encapsulates everything the platform aims to achieve - getting everyone, from artists and agents to bookers, planners and managers to play by the book. As long as everyone's sticking to the rules, no-one loses out," commented Playbook founder Rudi Pienaar.

The platform is available at [www.playbookhub.com](http://www.playbookhub.com).

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