

Pam Tillis - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

Tier C | Billing 202 | Priority 29% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Shake the Sugar Tree" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "The River and the Highway" for a high-payoff ending.
- Prioritize the first 90 seconds: "Shake the Sugar Tree" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Islands in the Stream".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Shake the Sugar Tree: in-set 0% | opener 60% | closer+encore 0%
- Walkin' After Midnight: in-set 26% | opener 0% | closer+encore 0%
- Train Without a Whistle: in-set 14% | opener 0% | closer+encore 0%
- Cleopatra, Queen of Denial: in-set 0% | opener 0% | closer+encore 0%
- Spilled Perfume: in-set 0% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Shake the Sugar Tree" to maximize first-scroll retention.
- Save a hard cut reveal for "Islands in the Stream" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-10T05:29:10.967Z
- Poster day hint: Jun 7, 2026