

Chancey Williams - One-Page Highlights

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

Tier C | Billing 234 | Priority 26% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Miles On Me" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "She Loves Me Anyway" for a high-payoff ending.
- Prioritize the first 90 seconds: "Miles On Me" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "She Loves Me Anyway / On the Tear Tonight".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- One of These Days: in-set 64% | opener 0% | closer+encore 0%
- Tin Roof: in-set 60% | opener 0% | closer+encore 0%
- I'm On the Whiskey: in-set 59% | opener 0% | closer+encore 0%
- She Loves Me Anyway: in-set 58% | opener 0% | closer+encore 60%
- The Ballad of Uncle Don: in-set 50% | opener 33% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Miles On Me" to maximize first-scroll retention.
- Save a hard cut reveal for "She Loves Me Anyway" 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: 2026-06-11T05:27:08.421Z
- Poster day hint: Jun 7, 2026