

## **Business development session descriptions**

*9 subject areas focusing on direct interventions to help artists and musicians adapt themselves and their businesses, to 'the new normal' - life without live*

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### **Building for the future by making the most of your time**

The impact of the current crisis is being felt financially but it has opened up an opportunity of time. Self-isolation and the closure of the live industry mean that you are likely to have more time on your hands than before. This advice session will help you to understand how to make the most of this opportunity – building for the long term and preparing for when the world returns to a new normal. This session will help you build a plan; develop a brand strategy; build communities; devise content strategy; grow your networks; pivot and re-purpose activity and find alternative revenue sources.

### **Publishing & IP**

Even in these unique and challenging times there are opportunities during what could be a lengthy suspension of all other activities for music creators to review how their rights are being managed. This period offers a unique opportunity for musicians to carry out a health check/ audit on their music rights, making sure all of their information on their musical works and recordings are registered correctly at PRS and PPL. It might also be a time to better understand how streaming works in terms of payments and better appreciating the importance of supplying accurate and complete metadata for both the recording and the musical work to the digital distributor at the point at which a recording is completed and before it is uploaded to the digital eco-system.

### **Business development/ Artist & label strategies**

This session typically takes a holistic approach to your career, understanding the journey you have taken as an artist, and where you want to go. And in light of the current coronavirus pandemic, we will discuss how you can utilise your own skills and resources to see you through tough times, while also identifying where you can forge ahead, even if you are not able to do certain things e.g. playing live. We will explore options for further support and strategies to shore up income or mitigate costs and consider why now might be a good time to do some housekeeping around your business affairs, write and record new material, or take some time to develop creative or business skills that you can utilise as things return to normal. This current situation is unprecedented and beyond anyone's control, but it can also be an opportunity once you have established a baseline level of support.

### **Fan engagement strategy**

Owning the relationship with your fans is the bottom line for a successful artist strategy. Building your fanbase starts with understanding yourself and your brand, and this is where we begin, before examining the building blocks of direct-to-fan strategy and best practices for keeping your communication channels active and engaging. Once your fanbase is engaged and interested in your activities, you're ready to consider how to monetise. We'll take a look at campaign planning, including product and pricing strategy, as well as newer revenue streams like live-streaming and subscription membership programmes, with reference throughout to a range of recent and remarkable campaigns, for inspiration and critique.

## **Legal advice**

Advice is available on a range of issues especially those afflicting artists whose core revenue comes from live performance and which has come to an abrupt halt. Understanding what may be due to you in terms of claiming costs and fees from cancelled gigs is one such opportunity, as is having existing agreements and contracts reviewed – from recording, publishing, management and synch. agreements, through to those with collecting societies and booking agents. And looking ahead to the future, advice is on hand that considers new, alternative income sources, partnerships and possibilities.

## **Holistic short- and long-term artist development and business strategy**

This far-reaching session covers artist branding, image, and design, social media best practice, audience building, increasing streams and followers through to release strategy and timelines - from singles, videos, and EPs to album and tour pre-order, and fan-funding campaigns. You will also learn about e-commerce platforms, merchandise opportunities, working live events and festivals, through to touring strategy and planning. Finally, you will learn about press, pr, pluggers and when to get them involved. And to achieve all of this (!), you'll be equipped with offline, online, and digital marketing tools.

## **Funding, financial planning, budgeting and business-planning**

If you've not got a head for numbers, this essential session equips you with the skills and know-how essential to effective budgeting, financial planning, financial management and cashflow. You will also get help with writing business plans, grant and funding applications and managing the financials of crowdfunding campaigns. Recognising that musicians are not only businesses, this session is also an opportunity to discuss ideas, identify challenges, deal with overwhelm and clarify a way forward.

## **Independent music business**

This session draws on 30+ years of experience of working in the independent sector, with a focus on artist management, tour management, venue operations and venue management. Preparing for a return to touring and gigging is essential in coming months. From artist management through to tour budgeting, planning, routing, marketing, live event promotion, and working with booking agents and promoters. Not to mention preparing you for the rigours of life on the road, your mental health and wellbeing... This session will equip you with everything you need to know to hit the live scene hard, in a post Covid-19 world.

## **The bit between the Music+Business: YOU**

Music creators often struggle with a gap in their skillset that is critical to them surviving and thriving - business skills that enable them to make more money and feel they are making measurable progress in their music career. This session coaches you on how to run your business within your music career. You will receive practical advice, identify 'blockers' and make rapid progress in a short space of time. Learn how to make more money through strategic planning and improved organisational skills in order to confidently communicate your message.