



PRB | Media

MUSIC | FILM | TV | SEMINARS:

Induction to the music business

To give you an overview of the music business as it exists today currently. We will give you an introduction to key revenue streams, music business services and live music promotions.

And start you thinking about, all other areas in the music business;

- The Artist – recording and compositions
- The music business service sector – management, live, legal, finance, copyright, labels, publishing, collection societies, social media, synchronization (for film & TV) and other external revenue streams.
- Overview on how to raise funding / investment for your project
- The indie market and the major label market
- You will also have the opportunity to meet you new music industry colleagues on the induction days

From the music induction day, we offer more in-depth seminars within the music industry, please see below and on the PRB website for a little more information. Please call or email for more information about the seminars.

Week 1: Artist management

Artist Managers are the power brokers in the new digital music business. In this seminar we'll study the role they play, we'll examine the responsibilities, and we'll tell you about the different business models they operate under. If you're a self-managed artist taking control of your own career we'll look into how you build a winning team to support you for your future singles and albums release.

- Management Contracts – We demystify the terms, territories, and commissions
- Building a Team – Lawyers, PR, Marketing, Tour Managers
- Working with Marketing and Promoting Artists. Where to get additional information
- Your responsibilities to your artist and their responsibilities to you as there manager and team

Week 2: Record Label

This seminar we look into the business of starting your own label. We look at both ends of the business from the indie sector to the major labels. It's the dream of many of us, from the artist that wants to get their music heard, to the manager, producer or promoter that has found the next big thing.

Sometimes it seems like the only alternative to securing a release with another label, although it can become a destination and brand in itself. Here I offer some suggestions to get you on the right track with your plans, but the exciting thing about the music industry is that despite the rules and regulations there is lots of opportunity for us to come up with innovative new ways of doing things. In fact, as with any business idea, a music product that is high quality, that people want, that is exciting and original, stands the best chance of success.

- Also on the agenda and how this applies to the self-releasing artist /model
- Distribution to iTunes, Spotify, Amazon, Apple music, working with high street stores, manufacture of CD's and Vinyl

- Registering Recordings with Collection Societies for labels and Self-Releasing Artists
- Additional income, Licensing, Brand Association and new potential markets
- Legal's – Retail, Distribution, Rights and the 360 deals –pros and cons

Week 3: Music publishing

Generating income from songs and recorded music which has been placed in Films, on TV and the Gaming industry. Advertising is vitally important to the music business. This week we'll be introducing you to the sometimes hidden business of global music publishing.

- Publishing Companies – who are they and how do they make money for you
- Self-Publishing – Is this a realistic option and how do you go about it
- TV, Film and Advertising Sync Agents & Music Supervisors – who are they and what do they do?
- Licensing Agreements
- The Legal Side

Week 4: Digital Social Media

Digital Marketing and Social Media have lowered the entry barriers for connecting with music fans and building an audience for your artist, label or club night. In this seminar session we look at the platforms that you can use to build your online presence and support more traditional forms of marketing.

- Platforms – How to correctly set up your Website, Social Media and other online presence.
- Online Advertising – A look at paid options. Costs and measuring success

- Direct to Fan Marketing and Retail Platforms
- Using Social Media Networks Effectively
- Branding and Communications – Marketing Assets – Developing a Music Marketing Timeline

Week 5: Radio Promotion

Radio is still one of the most important media platforms for getting music to a mainstream audience. We explore what it takes to get your music to the people who make the programming decisions, and we take a look at some of the current changes in the radio & digital media landscape.

- An overview of BBC Radio – Radio 1, Radio 2, 6 Music
- An explanation of Radio Playlists – A, B, and C Lists – How to they fit into programming
- What about Spot Plays and Specialist Programmes
- Radio Pluggers – The people who can help you get played. Who are they and what do they charge
- On Air On Sale – What does it mean? How do the different networks treat it?
- The Future of Radio – Is it Radio 1's Live Lounge or is it Spotify, Soundcloud, and Pandora.

Week 6: Live, Touring & Festivals

Learning about the live side of the music business is going to be essential to you as you make your way in the music business. In this seminar we'll give you a clear understanding of it, from both the artist and managers perspective but also as a live promoter perspective, as this is a very important part of your career.

- Who are the live music business players? Promoters, Agents, Tour Managers
- Live Music for Artists – Stage Plans, Technical Considerations, Tour Support from your Label
- Live Music for Promoters – Costing an Event, Planning, Permissions from Council
- Things we all need to consider – Health & Safety, Contracts and Agreements

Week 7: Finance and your music career

You've made it through the seminars. Now we're giving you the chance to meet the people who can help fund your music career and discussion these options further. This is the start of your new music business career.

- Sourcing Finance and Investment
- Different forms of Business Funding
- Present a Music Investment Proposal

Week 8: Producer & Remixers

From the traditional studio producer to producers who remix and those who create entirely new works based on the original, artists and labels are spoilt for choice these day, with this talent that exits globally. Some producers are artists in their own right taking their work to festivals in front of massive audiences across the festival and live arena.

- Different styles and types of producers.
- Who pays them and what kind of fees should you pay.
- Including samples in your music and how to clear the rights.
- Mastering Will technicians be replaced by computers.

Week 9: Investors & Investment

This week we look at the private investors and institutional investors, they are two completely different animals but share a common thread to make money.

- We will examine how to build a relationship and deal with people
- What an investor looks for
- What an institutional investor looks for
- How you as an artist, manager, business owner should prepare for this meeting (s)
- The up side and down side of investment
- Prepare for the long haul and no short cuts

The cost of the seminars:

The cost for the “Music - induction day” is £99.00

The cost for the “Film TV – Induction day” is £99.00

All other seminars the cost is £75.00 for each day / model

If all seminars are booked for the music section **ONE** seminar will be free making the total cost: £675.00 (normal price would be £750.00).

Plus we will also provide 1 year after care a support for your music career with further advice and support – via Skype, Email & Telephone calls.

All the above seminars are at the discretion of the PRB Media team and are subject to change or cancellation from the ‘music seminar list’ which could be out of the control of the PRB media team, all information related in this document is a guide to each seminar. If you require any more information or assistance then please email the team:

seminars@prbmedia.co.uk