

M2S



# **Presentations and Workshops Prospectus 2018**

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**'A Career in Music?'**  
**Music Business Workshops**  
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# A CAREER IN MUSIC?

## MUSIC BUSINESS WORKSHOPS

*Support to help you through your career*

### Introduction

Jelli Records and M<sup>2</sup>S Music both started life within the music industry and are therefore well placed to provide support on almost all disciplines of the business. We have found through our own experience that it is very rarely that you will get advice or help regarding your career in the music business from fellow musicians, even college courses cannot always fully provide that grass roots information which is so important to anyone contemplating a career in the music business.

### Presentations & Workshops

Jelli Records has recognised this and we have, with our partners M<sup>2</sup>S Music, developed a number of unique presentations and workshops designed to help those wishing to work in the world of entertainment and music, have a greater understanding of this work place.

'A Career in Music?' is a series of 'mix and match' presentations/workshops each looking at different aspects of the music business. They are aimed at those who may be embarking on a musical career or those who are already on their musical path. The presentations and workshops are unique and cover aspects of life in the music business, which you cannot normally read about and take learners from first principles to give them a good understanding of the business. Most of the workshops are delivered by Brian Inglis who is a professional musician and a Musicians' Union representative on the Wales and South West Regional Committee.

### Summary

The presentations and workshops are reasonably short, up to an hour for the presentations and no more than four to five hours long for the workshops, some are shorter and all of them are aimed at transferring knowledge and understanding to you of the entertainment/ music business. They are suitable for private events colleges and sixth form colleges.

In addition we provide a free post workshop service whereby we will give online or telephone support for up to six months.

### Comments from our workshops

The comments below are just a few left by course attendees:

*"There is so much to consider and it is all just as important as actually playing."*

*"Wow, its was like having three years worth of college work compressed into four hours fantastic value for money!"*

*"They just don't teach you this stuff at college"*

*"The workshop gave me clear direction of the objectives I need to follow and the methods to achieve them thanks!"*

*"The workshop was really helpful for me. It provided many insights and had focused my thinking on what the actions are I need to complete to help market my music effectively. Thank you very much."*

## STARTING OUT

Are you cut out for a career in the music business? Who can you turn to for help and or constructive criticism? This is a no holes barred overview of the reality of trying to break into the music business. It also identifies organisations that can provide support and assistance.

### **Workshop Outline.**

The aim of this workshop is to give the students an overview of the music industry and how to approach it. It will also identify those aspects of the music business, which need to be considered, including an overview of what the work could be like. The workshop is useful to both those starting out and those who have already started following their path.

### **Duration:**

Presentation – one hour.

The workshop is for two to three hours for between 10 to 15 delegates

### **Documentation**

Delegates are provided with copies of all slides, reference notes etc.

### **Who should attend?**

Anyone considering working in the music business.

### **Aims and Objectives**

To provide delegates with an overview of what it is they are letting themselves in for.

### **Learning Outcomes**

By the end of this session you will:

- Be able to identify at least six attributes required to make a successful career in music.
- Identify at least six Do's and Don'ts.
- Be able to undertake a self-assessment.
- Understand what is required by an individual to work as a musician.

## **FORMING A BAND OR GOING SOLO?**

### **Workshop Outline**

This session looks at the pros and cons of forming a band or going solo. It will discuss how teams work because if you are in a band then you are in a team. It considers what goes on at subconscious levels in a team such as the processes of Forming, Storming, Norming and Performing. It discusses attitudes and band dynamics through anecdotes and what usually causes a band to split and how to avoid these situations through partnership agreements.

### **Duration:**

Presentation – one hour.

The workshop is for four hours for between 10 to 15 delegates

### **Documentation**

Delegates are provided with copies of all slides, reference notes etc.

### **Who should attend?**

Anyone considering working in a band.

### **Aims and Objectives**

The aim of the workshop is to identify the pitfalls of forming a band and what can go wrong, it will also provide delegates with an insight of how teams work and how to understand their fellow band members. It will also consider partnership agreements.

### **Learning Outcomes**

By the end of this session you will:

- Understand what is required to form a band.
- Understand the dynamics of forming a band
- Gain an insight as a solo artist

## TAKING CARE OF YOUR MUSIC BUSINESS

*“If you are not running your career as a business it is a hobby!”*

Musicians are notorious for not concentrating on the business aspects of their career, preferring to be creative; we are all guilty of this. But equally as important is keeping track of your hard earned money. Most musicians have second jobs or even ‘proper jobs’ and if you are in this position and are not looking after your business affairs properly, then you could well be a target for HMRC, you could also be losing money.

### **Workshop Outline**

This workshop looks at self-employment for musicians, it considers getting work, income streams and financial awareness, using Agents, Promoters, Managers and Doing it Yourself. It will provide hints, tips and guidance on how to approach agents and venues and how not to get ripped off.

### **Duration**

Presentation – one hour.

The workshop is for four to five hours for between 10 to 15 delegates.

### **Documentation**

Delegates are provided with copies of all slides, reference notes etc.

### **Who should attend?**

Anyone who is earning or would like to earn money from music and who considers themselves to be self employed or is seeking to be self employed in the music business.

### **Aims and Objectives**

To provide delegates with an overview of what is involved with being self-employed.

The aim of the session is to highlight the reality of working as a freelance musician and provide an awareness of how to obtain work and earn money.

### **Learning Outcomes**

At the end of the course delegates:

- Will be able to decide if they are the right type of person to be self employed.
- Will be able to plan and control their business
- Will know who to contact for professional advice
- Will be able to establish their financial needs.
- Will be able to identify various ways of obtaining work.
- Will Understand the roles of Agents, Promoters, Managers
- Will be able to Identify an approach to adopt when looking for work themselves

**Note: The course does not give guidance on how to run a business.**

# MARKETING

*“Word of mouth is the most powerful form of marketing on earth”*

How often have you thought, “I’m really good at what I do, I shouldn’t have to market myself.” In all honesty you are probably quite good at what you do, but the problem is that not enough people know about you and like most people you are reluctant to talk about your accomplishments and like most artists you probably lack a bit of self-confidence and or know how.

## **Workshop Outline**

This workshop looks at the how to market what you do and includes approaches to publishers and record labels and discusses the etiquette involved including presentation of the material. It discusses the Internet, contact lists and how they should be used. It provides information on useful web sites. It also considers performing and what an individual needs to think about if he or she is a performer. It covers such topics as attitude, individual appearance and image, punctuality etc. It also considers different types of band or performers and their likelihood of obtaining work.

## **Duration:**

Presentation – one hour.

The workshop is for four hours for between 10 to 15 delegates

## **Documentation**

Delegates are provided with copies of all slides, reference notes etc.

## **Who should attend?**

Anyone who needs to know more about marketing themselves.

## **Aims and Objectives**

The aim of the workshop is to identify how to market yourself, your own material. It will consider using the internet as a tool and performing and presentation as a marketing tool.

## **Learning Outcomes**

By the end of this session you will:

- Understand the issues involved with marketing.
- Understand the power of the Internet and how to use it.

## **PROFESSIONALISM, PERFORMING AND PRESENTATION**

How many times have you watched or been that band or artist, waste time on stage by not knowing what their next song will be, tuning, useless chat etc? It is frustrating and a guaranteed way of losing your audience.

### **Workshop Outline**

This workshop considers professionalism, presentation and performing and what an individual needs to think about if he or she is a performer. It covers such topics as attitude, individual appearance and image, punctuality etc. It also considers different types of band or performers and their likelihood of obtaining work.

There is also a section on health and safety included.

### **Duration:**

Presentation – one hour.

The workshop is for four hours to one day for between 10 to 15 delegates

### **Documentation**

Delegates are provided with copies of all slides, reference notes etc.

### **Who should attend?**

Anyone who wants to improve their professionalism, presentation and performance.

### **Aims and Objectives**

The aim of the workshop is to identify pointers to giving a slick performance through what you do and how you do it.

### **Learning Outcomes**

By the end of this session you will:

- Understand the difference between performing and presentation.
- Understand the Do's and Don'ts of performing and presentation.
- Understand what is meant by being professional

**This workshop may require live performance depending upon the duration.**

## **SHORT WORKSHOPS/PRESENTATIONS**

### **Getting Signed**

This this presentation looks at the world of A&R people, who they are what are they looking for, how to contact them, but most importantly how to get noticed.

Duration 1hour +

### **Hints and Tips for Performers**

This is an overview of hints and tips acts as an aide memoir.

Duration 1 hour +