

Music Business Launchpad

7 - 11 Sept, 2020

A development programme
for new music businesses in
Kent, Essex + East Sussex

SOUTH EAST CREATIVES

7-11 Sept, 2020
Delivered online
Daily from 3 - 5:30pm

Watch this video to learn more:

Preview: Music Business Launchpad

The programme is completely free for eligible businesses - places are limited!

To apply simply email
admin@southeastcreatives.co.uk

Music Business Launchpad 2020

Join Remi Harris MBE, Anna Moulson and an amazing line-up of industry experts for South East Creatives' Music Business Launchpad, an intensive online development programme created especially for new start-up businesses, artists, creatives, and freelancers in the music industry.

- Learn more about key subjects such as: motivation, confidence, and mindset, finances and goal setting, dealing with clients and customers building an audience, developing your marketing and selling your product
- Join in peer mentoring and accountability sessions with a group
- Discuss future opportunities and new income streams in the music industry
- Network and make new contacts across the region
Option to perform or present and get feedback
- Gain insights from industry experts and get 1-2-1 support from experienced music industry professionals

We aim to accelerate the progress of your new business and help you develop strategies for success.

Application Deadline: 28 August, 2020

APPLY NOW

About the experts behind the Music Business Launchpad 2020



Remi Harris MBE has 20 years' experience working across the creative industries as a trainer, senior manager, coach and business adviser in the UK and internationally. She is qualified with a Masters in Business. She is the author of: *Easy Money? The Definitive Guide to Funding Music Projects in the UK* (2013). Clients include Creative United, Somerset House Trust, The Barbican, Metal Culture, Association of Independent Music, The Musicians' Union, PRS Foundation and many individual artists. Remi was formerly General Manager at Association of Independent Music and Director of Operations at UK Music, she is a member of the Music Week Women in Music Roll of Honour. She is also co-founder of the **Young Guns Network** a network for young people aged 18-30 in the music industry.



Anna Moulson has been a freelance live music promoter/event consultant for over 20 years, promoting under the name of **Melting Vinyl**. Each year she stages BBC 6 music/creative type artists at over 50 events, and curates and produces a festival, that reaches a combined audience of 10,000 in Brighton and Kent. Anna wrote and teaches on an event management degree module at BIMM Brighton. She also holds the diary/organises the production for touring live music artists at stunning 600 capacity: St George's Church in Brighton. Anna freelances on unique collaborations in festival and gallery spaces and is presently working with Shirley Collins, a sound artist and poet, at the National Trust's Charleston House. Anna has had to be dynamic and adaptable to survive an ever-changing music industry and is planning a programming a series of inspiring live music streams for this coming autumn.

SOUTH EAST CREATIVES

Mon, Sept 7

- 3pm **Welcome and overview of programme**
- 3:15pm **Introductions & how we will interact as group**
- 3:45pm **Session 1:
Motivation, Mindset, Confidence with
Tamara Gal-On**
- 4:45pm **Developing your product and service with
Remi + Anna**
- 5:00pm **Breakout / Peer Mentoring:
What is your product or service? with
Remi and Anna**
- 5:15pm **Showcasing work**
- 5:30pm **Finish**



Tamara Gal-On

Career Longevity is not something often associated with the music industry. Yet Tamara Gal-On works with creatives and others in the industry to achieve exactly that. She helps them get paid well do their ideal, authentic work on projects that achieve the impact they really want. Tamara provides resilience strategies and tools to conquer the very real challenges of music industry life and to keep connected to the joy and dreams that drew people to the industry in the first place.

Tamara has been working with the music industry since her first project for the Music Publishers Association 12 years ago. Since then she has worked with Warner Chappell, the PRS Fund, PRS Foundation including working as part of their Keychange project), Nordic Music Export, Iceland Airwaves Festival, Tallinn Music Week among others. Tamara works with indie artists and managers as well as executives and freelancers from across the wider music industry.

SOUTH EAST CREATIVES

Tues, Sept 8

- 3pm Group Catch-Up
- 3:15pm Session 1:
Media and Social Media:
Finding your voice + having a plan
with Andy Rossiter
- 4:15pm Q&A:
BBC Introducing South East
with Melita Dennett
- 4:45pm Breakout / Peer Mentoring:
What is your product or service? with
Remi and Anna
- 5:15pm Showcasing work
- 5:30pm Finish



Andy Rossiter

Andy is Brighton's premier independent live music event promoter, manager, label owner and music business lecturer. He started promoting shows in 2004 before running various prominent venues in Brighton: The Freebutt, Sticky Mike's Frog Bar and The Hope & Ruin. Since then he has managed creative, profiled artists such as These New Puritans & Lonelady at Fairsound and worked at Together The People Festival. Currently he runs Love Thy Neighbour, putting on shows for acts like Snapped Ankles, Teleman and The Beths and managing BABii & Abi Wade.



Melita Dennett

Melita Dennett is a radio and social media force to be reckoned with producing and presenting two weekly live programmes as well as guesting for Tom Robinson on BBC 6 music: BBC Introducing the South is live Wednesday 8-10pm featuring new music by unsigned acts across East Sussex, West Sussex and Surrey, broadcast on BBC Radio Sussex and BBC Surrey.

Melita also produces and presents a weekly live show "Thursday Live in Brighton" on RadioReverb, Brighton & Hove's grassroots local radio station. Live 5-6pm every Thursday, the show features arts, cultural and community events in Brighton & Hove, with live studio guests, creative features and location reports. During May she also produces and presents daily live Brighton Festival radio shows with guests, reports and features from the Festival.

SOUTH EAST CREATIVES

Wed, Sept 9

- 3pm Group Catch-Up
- 3:15pm Session 1:
Building an audience and selling what you do with Jessie Scoullar
- 4:15pm Q&A:
VP Promotion AWAL
Sam Potts
- 4:45pm Breakout / Peer Mentoring:
What is your product or service? with Remi and Anna
- 5:15pm Showcasing work
- 5:30pm Finish



Jessie Scoullar

Jessie Scoullar is the owner of Wicksteed Works, a London-based agency empowering artists and brands to maximise their potential through connection, communication and coordination of kick-ass direct-to-fan marketing and retail campaigns. With a focus on email and ecommerce strategy, Wicksteed Works clients past and present include Laura Marling, Bic Runga, Mumford & Sons, Paul Kalkbrenner, Elvis Costello, Noel Gallagher's High Flying Birds, Neil Finn, Little Boots and Paul McCartney. Jessie has published several industry guides including Membership: Fan Clubs and Monetisation in 2020, and the first comprehensive comparison of direct-to-fan music marketing and retail services, Direct-to-Fan: Which Platform.



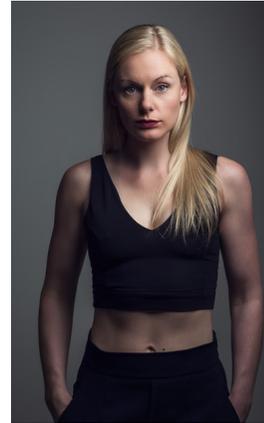
Sam Potts

Sam Potts oversees AWAL's UK and international digital accounts team, driving promotional strategy with streaming platforms, as well as overseeing radio and TV promotion strategy for AWAL Recordings releases. With experience in both national and regional radio promotions, Sam was previously head of radio promotions at Columbia Records where he led the label's radio department as well as DSP promotion with an artist roster including Calvin Harris, Mark Ronson, Kings of Leon, Foo Fighters, A\$AP Rocky, Arcade Fire, Daft Punk, and George Ezra. In 2012 Potts co-founded Young Guns Network, which hosts regular networking events for young music industry professionals in partnership with major labels, industry bodies and a range of high-profile music brands. Additionally, Potts co founded music tech event concept, Buzz Jam in 2015, an event for artists and industry professionals that uses tech and music to create, improvise and collaborate and was featured on the BBC, Sky News, and Vice/Noisey.

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Thurs, Sept 10

- 3pm Group Catch-Up
- 3:15pm Session 1:
Agreements with Clients: Booking, finding agreements, T&C's, accessing templates with Georgia Train
- 4:15pm Q&A:
Musicians's Union
Tom Eagle
- 4:45pm Breakout / Peer Mentoring:
What is your product or service? with Remi and Anna
- 5:15pm Showcasing work
- 5:30pm Finish



Georgia Train

Georgia is founder of Hookers Songs, a publishing company and songwriting collective in the UK. She has worked as a professional singer, songwriter, musical consultant and vocal coach for 15 years. She first achieved chart success in 2011 and later worked with artists such as Ed Sheeran, Amanda Palmer, Ben Folds and Matt Lucas. After touring the UK with songwriting royalty Burt Bacharach, she became part of the writing team at Xenomania (Girls Aloud, The Sugababes, One Direction) where she wrote the title track for the 2015 Kaiser Chiefs album peaking at Number 4. She founded Hookers Songs in 2017. The group comprises 20 songwriters, vocalists and producers, represented by Georgia. With a successful run of charting releases and syncs in the UK, and Europe and their first Number 1 in Australia, an HBO theme, and over 15 millions streams, the team have found their flow and are creating their best work. As well as songwriting, Georgia specialises in vocal technique and performance and has an established vocal coaching practice in Brighton, London and Rye.



Tom Eagle

Tom Eagle is The Musicians' Union Regional Officer for the East and South East of England. He has worked as a drummer on both an employed and freelance basis in many areas of the music industry, including performance, education and recording, and is still performing internationally.

SOUTH EAST CREATIVES

Fri, Sept 11

- 3pm Group Catch-Up
- 3:15pm Session 1:
Finances and Funding
with Shim Offor
- 4:15pm Q&A:
Davina Christmas, Arts Council England
& a PRSF Representative
- 4:45pm Breakout / Peer Mentoring:
What is your product or service? with
Remi and Anna
- 5:15pm Showcasing work
- 5:30pm Finish



Shim Offor

Shim has worked for large scale companies including a property investment firm managing a portfolio worth £500 million, L'Occitane and Charlotte Tilbury, as a Financial Controller in the UK's largest qualitative market research company. She has successfully run a club night, set up a holistic beauty therapy business, and started up her own business a children's clothing brand, Dragons & Daisies. Shim is business manager of premiere music promotion and management company, Soul 2 Streets. Owned by her partner DJ Maurice (BBC Radio 1Xtra, Rampage), Shim works alongside the artists managed by the company, including an international DJ with a top 20 hit under his belt and a Mercury Music Prize nominated producer. Shim helps artists handle their own cash flow, tax returns and investments and helped increase Soul 2 Streets' turnover by 300%.



Davina Christmas

Davina Christmas is a relationship manager, with a specialism in music, at Arts Council England supporting artists and arts organisations to access Arts Council England funding and striving to develop the sector by supporting networks, providing information and guidance and signposting organisations to development opportunities.

SOUTH EAST CREATIVES

About South East Creatives

South East Creatives offers different ways to support your business in its growth: [check out our website for more info](#). This event has been organised by the South East Creatives Workshop + Mentoring Programme.

You cannot receive a grant and be part of the Workshop +Mentoring Programme.

Stay up-to-date and follow South East Creatives on: [Instagram](#), [Twitter](#), and [Facebook](#).

The Workshops + Mentoring programme is delivered by [SPACE](#). It runs from September 2019 to September 2020.

About Eligibility

- Based in Kent, Essex or East Sussex
- Sole-trader or limited company HMRC registered for under 12 months. You may need to provide supporting documents as evidence

(if you haven't registered yet we can help you to do so before joining the programme)
- Be working in creative, cultural or digital industry, or currently looking to do so as a freelancer or business
- Committed to attending the sessions in full
- Open to working collaboratively with a group of like-minded people and developing your business

Application Deadline: 28 August, 2020

APPLY NOW