Mentor Target List

This document outlines the general targets of who to attract as mentors in the context of providing a full and holistic service to Industry EQ subscribers. The categories of mentors intend to cover the whole of the music industry, with the important exception of Law and contracts. This is firstly due to the risks of receiving legal advice from someone who isn't officially a user's lawyer and secondly because of the high rates that lawyers typically charge. Industry EQ will try to provide information on this field by publishing a curated list of recommended music-specialist lawyers.

Live
This specialism serves to advise on the live sector of the music industry and will feature mentors from venues, such as Event Managers and Promoters alongside those who work as Booking Agents, Tour Managers and

- One representative from a large booking agency, such as International Talent Booking or Coda etc.
- One representative from a large venue of arena size, such as Hammersmith Apollo, Brixton Academy etc
- Two representatives from small independent venues in and around the London area
- One Tour Manager – freelance or employed for a larger business

Releasing Music
The Releasing Music section will feature mentors who are involved with selling, distributing and promoting the finished product, whether that be albums or singles. As such, this will include people from Record Labels, PR companies or freelancers, streaming services and distributors.

- One representative from a main streaming platform such as Spotify, Apple Music, Deezer or Amazon Music.
- One representative from a Major Record Label such as Sony, Warner, Universal. A subsidiary of these labels would also work; Atlantic, Polydor or Interscope etc
- Two representatives from independent labels. E.g. Tileyard Music, Marshall Records, Big Indie Records
- One representative from an established or traditional distributor – such as CD Baby
- One representative from a new, innovative distributor like Amuse.io or LANDR
- One PR freelancer or employee of PR company specialising in music releases

Career Development
Career Development will primarily look at the long-term development of an artist's career. The most relevant professions for this category will be Artist Managers, established artists and is a potential option for mentors in the other categories, should they wish to contribute to this specialism. It would also be beneficial to have representatives from some of the funding options that are available to artists and entrepreneurs in the industry.

- One representative from a large Artist Management business such as Red Light Management etc
- One freelance Artist Manager with a small roster
- One artist who has built a career in music that allowed them to be professional or semi-professional
- One representative from a body that provides funding to artists. E.g. PRS for Music, Help Musicians etc.

Song writing / Publishing

The Song writing specialism will focus on the art of song writing and specifically look at how to monetise the rights to a composition through various methods like synchronisation deals and writing for other artists. It will be ideal to have a combination of established songwriters and producers alongside Publishers and rights collection agencies in this section.

- One representative from a large or major publisher such as Sony/ATV or Warner/Chappell
- One representative from an independent publisher such as Bucks Music Group or Concord Music
- One Music Supervisor specialising in Film, TV or Advertising.

Media

The Media specialism is intended serve those who would like to build a career in Radio or Music Journalism whilst also being able to provide artists advice in how to best work with radios and various publications – online and print. Mentors in this section should either be working within these media outlets or in the PR world where they are constantly interacting with these media formats.

- One representative from print media such as DIY Magazine or Music Week
- One representative from online media such as NME, Clash, The Line of Best Fit etc
- One representative from major radio such as BBC Radio 1, 1XTRA, Capital or Heart
- One representative from smaller radio that supports emerging artists such as Radio X, Amazing Radio etc
- Two people involved in PR and dealing with putting releases to media