

IMM 2020: Artist Management Basics

ARTIST MANAGEMENT IS ABOUT:

Developing, coordinating, communicating and protecting your artist's business and commercial interests.

Who managers engage with:

Producers

Publishers

Promoters

Radio

PR

Photographers

Designers

Lawyers

PRS For Music

Manufacturers

Labels

Live Agents

Brands

TV

Digital

Videographers

Studios

Accountants

PPL

Distributors

Roles and responsibilities

To articulate the artist's vision to the multiple stakeholders

To create, develop, manage the strategy and tactics for an artist's business interests and

To manage the day to day business activities of the artist

To be the first and last point of communication between any stakeholder and the artist

Day To Day 1:

Finding the right producers, remixers, session players, studios, mastering engineers for the job

Project management of demo / single / album

Managing your MCPS, PRS, PPL data upload and statements

Developing, growing and maintaining a network of senior A&R and executive level contacts in all industry areas

Day To Day 2:

Pitching, negotiating and closing deals with:

- **Label**
- **Publisher**
- **Live**
- **Agent**
- **Music lawyer**
- **Synch licensing**
- **Brand alignment and**
- **Special projects**

**Sourcing and securing live showcases, support tours, tours,
festival slots**

Raising finance to fund early stage operations

Day To Day 3:

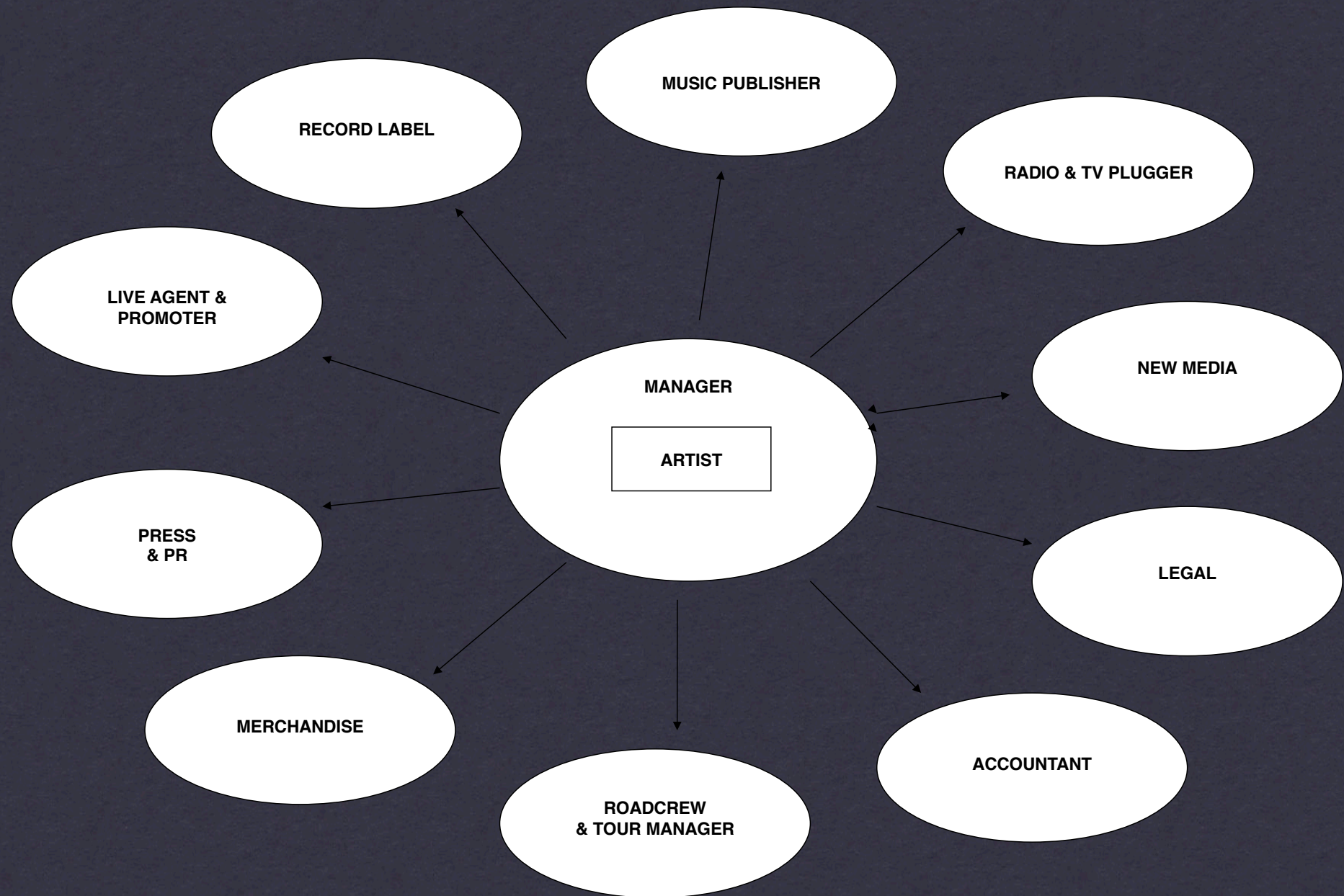
Preparing the press package / epk on a debut release:

- **photos, videos, press reviews, interviews, features, radio slots, internet radio podcasts / interviews / features, TV performances, opportunities, live performances, support slots, festival bookings, etc.**

Networking with the right PR, Radio Pluggers, Digital Marketeers

Developing new territory deals world-wide: Europe, USA, Asia

Liaising with trusted financial advisors for the secure and professional management of your wealth as it develops



Skills and Characteristics

Entrepreneurial

Charismatic

Diplomacy

Patience

Determination

Sales

Tenacious

Hardballer

Negotiator

Project Manager

Networker

Multi-tasker

Experience

Sense of Humour

Communicator

Make a Friend of Failure

Old Management vs. New Management

Old manager:

- **Old boy network, mostly public school affiliated**
- **Connected to senior label / publisher execs**
- **Used connections to land lengthy record / publisher deals**
- **Main focus on live / touring press and finance co-ordination**

NB:

- **NO DIGITAL**
- **LABELS DID ALL PRESS, RADIO, TV, OUTDOOR & MERCHANDISE “IN-HOUSE”**

Old Management vs. New Management

New manager:

- **Much broader active new business developer**
- **Can co-ordinate independent campaigns**
- **Deep understanding and working of digital marketing**
- **Good understanding of all types of promotion**
- **Access to and securing development finance**
- **Creative team management**
- **Relationships with booking agents and promoters**
- **Entrepreneurial spirit**

NB: MAY NOT COME WITH SENIOR EXEC NETWORK!

Finding a manager...

Do you look for a manager or does a manager find you?

- Good managers are working with artists on the rise
- They are often found close to the action at the good venues / showcases aligned to each genre
- They expect three main things initially:
 - A well presented package of music, AV, press, links
 - To see you perform live and to watch the audience
 - To observe your digital presence and online audience

DO SEND GOOD EPKs OUT TO THE RIGHT MANAGERS

Things to prepare...

EPK:

A succinct, objective biography and image (1 page)

A good press pack – clipped statements, broad range

At least 3 good demos - be really critical here – what goes into 3 tracks?

STRONG Internet activity across multiple platforms

Buzzing live activity and genuine buzz around live performances

Own generated press, radio and digital activity

Your own Youtube Channel and social networks + friends

IE: All bands should be doing all this activity themselves

Don't expect a good manager to do this!

Things to look for in a good manager...

A genuine love and knowledge of your genre of music

Active on the live scene

Good label and publisher contacts

Active online

Links to brands

Links to PR, Radio, TV

Artists with experience in and outside the UK

Links to music lawyers

Active at events, conferences, industry networks

A sense of humour and a decent reputation

Management contract

- Can be kept simple
- 20%* of all income is standard today (* except 15% of touring income due to associated costs)
- Agreed travel and expenses budget
- Manager and Artist provisions / expectations
- Standard business terms
- Average length 2-3 yrs
- Performance targets + 18 month break clause ok

Always seek a third party lawyer before signing any contract!

GOOD LINKS

MMF: <http://www.themmf.net>

UNSIGNED GUIDE: <http://www.theunsignedguide.com>

MUSIC WEEK DIRECTORY: <http://www.musicweek.com>

MUSIC THINK TANK: <http://www.musicthinktank.com>

AIM: <http://www.musicindie.com>