

Creative Business Project Proposal

BMTY7006

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Concept: An international management company offering all the services - booking agent, social media marketing, release plans, rights, asset creation, press, manager - in-house.

Context: Throughout the last year, I have realised that artist management is something that I am very passionate about and would definitely like to pursue in the future. Having worked at an artist management company in Estonia for 6 months, it has become clear that often, when working on release plans, or any other projects that include many different parties (such as labels), it becomes tricky to manage the project because everyone has got a different view, different opinions but most importantly - different level of interest in the project. This however, makes it challenging for the artists' team: it can be tricky to manage expectations, as well as get any insight into the project's numbers and statistics.

It is always great to have input from various people with different backgrounds and include them into the conversation, however, I have experienced that sometimes the artist's ideas and thoughts get lost because everyone has access to a small bit of the project and therefore only take their own part into consideration, and the only party who has an overview of the whole project is the management. We might be very passionately invested into a project but for another person/company, it might be just another email they have to send. To avoid that, I believe it would be useful to bring it all together. I have learned that record/artist deals and contracts from labels have changed drastically and labels often actually prefer if the majority of branding/assets/release timeline proposals come from the artist/management. It is a good opportunity to be in full control, with still some additional assistance from other parties.

Through researching different models of management companies in the past and in the current state, conducting primary research (interviewing the directors of international managements, interviewing the artists, labels) and analysing the biggest challenges/points for improvement, I would like to create a model that would have an overview of every single aspect of the project and offer all the services in-house. Through my research and analysis I will modify my concept to make sure it responds to the industry standards and that it would be a viable way of supporting the artist and my business. In addition to the business plan and reflective analysis, My Business Project would also include example assets, such as release plans, event planning, marketing strategies, created for an artist to showcase the standard of the company, as well as branding and images for the management company.