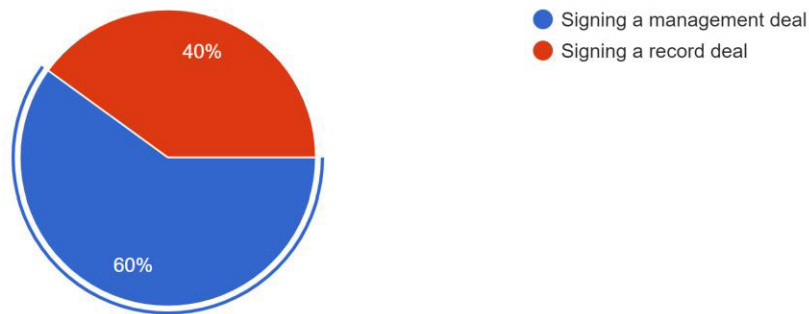


ARTIST MANAGER QUESTIONNAIRE

As an up and coming artist, what is a bigger priority for you?

5 responses



What do you look for in a manager?

5 responses

1. Drive and strategic thinking .Organised
2. Passion, belief, excitement
3. Someone with contacts in the right places who sees a long term goal
4. Good communication
5. Commitment and connections



What values would you want a manager to hold?

5 responses

1. Honesty and integrity
2. Tenacity, anything is possible
3. Loyal, trustworthy, passionate, driven
4. My career development to be a priority
5. Open-minded

Is it important that your manager and other people in your team share the same values and principles as you? Would you be put off working with them if their values did not align with yours?

5 responses

1. Yes
2. Yes
3. It depends. If the values relate to working towards a shared goal and my career then definitely, if it's unrelated then not necessarily, as long as they didn't get in the way of working together
4. Values must be the same as mine
5. Yes, it's important we share the same values



DISCLAIMER: The below question is not being asked in a negative way or to invite any negativity or bigotry. Understandably, some people may feel more comfortable working alongside people of the same race, gender, sexuality and so on. YOU DO NOT HAVE TO ANSWER THE QUESTION IF YOU DO NOT FEEL COMFORTABLE DOING SO.

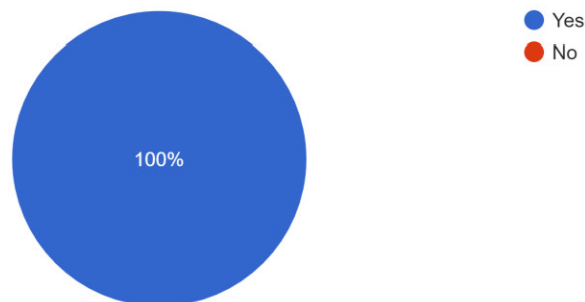
Would you choose to work with (or not work with) a manager based on gender, race, sexuality or any other factor? If you want to, give an explanation as to what and why:

4 responses

1. No
2. No.
3. No. But as a woman in the music industry, sometimes I have been overlooked when speaking to someone when my male partner is with me.
4. I don't mind

Do you think it is important that your manager shares a passion for the same genre of music as you?

5 responses



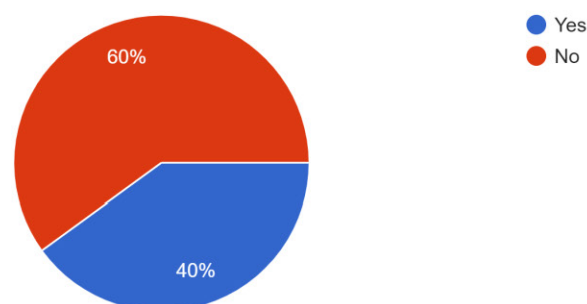
Please give an explanation for the previous question:

5 responses

1. They need to understand the genre and therefore the world you work in
 2. So they can be positive about your releases and share the excitement with the band
 3. Whilst it is important and definitely helps if your manager shares a passion for the same genre of music, I don't think it is necessarily a deal breaker. From personal experience I have worked within areas of electronic music that weren't exactly the type I've listened to before, but have been able to find a passion and drive by being able to appreciate the work, creativity and scale of that particular scene.
 4. Each genre has a different network and levels of success. As an artist I'm not interested in mainstream success but more success within my genre.
 5. That way culture surrounding genres will be understood better
-

Have you ever had a negative experience with a manager?

5 responses



If you answered yes, how did this experience make you feel as an artist? (Do not have to answer or go into detail if you do not want to).

2 responses

1. It wasn't with a manager, but a booking agent owed a lot of money and didn't chase on payment from shows. The key thing is transparency and being prompt with this side. Once you lose the trust of your artist it usually signals the end of the partnership.
2. Bigotry behaviour.

In your opinion, is there anything you think managers and other music industry professionals should do (or not do) to provide a better service to artists?

5 responses

1. Be focussed on the artist, listen to their needs and understand that in effect, your job is to make them succeed as an artist.
2. By proactive
3. As a manager, you can't promise with absolute certainty to be able to confirm any deal, gig, partnership etc but I think it's important to have long term goals. They might not be possible right away but they should have a clear plan for where the artist should be, and have key milestones in order to take steps to get there
4. Be more open to difference more often.
5. Monthly report on what they've done and results

