



BUILDING A COMMUNITY OF SUPPORT: THE ARTISTS' ECOSYSTEM

AN ADINKRA FARM PRESENTATION

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The following are notes from a presentation that was given as the second part in a series of sessions for the Toronto Blues Society on April 11, 2021.

MANAGER - A professional working in the music industry whose primary role is to bring together and manage, the professionals, volunteers and businesses necessary to meet the artistic and business goals of an artist or record label. Music Managers should be organized, excellent with people and have a good understanding of the music and arts industries that exists today. A Manager will co-ordinate all aspects of artists' projects, work with individuals and organizations such as agents, event promoters, publicity agents, talent-booking agencies, lawyers, marketing professionals and record labels. Managers often work in teams.

AGENT – Books bands and artists. Approach promoters and negotiate contracts for live performances. Agents will work with promoters to make sure that artists' needs will be met at the venue, an appropriate soundcheck is set up for the band, payment for the performance and if accommodation will be provided by the promoter. Agents get artists in front of the right audiences to increase their profile. Agents work closely with promoters and record labels to make sure artists get the desired exposure.

PUBLICIST – A music publicist is someone who handles media and public relations on behalf of a music group or a musician. The music publicist usually works with the musician's booking agent, manager and lawyer to ensure that the artist's image is always maintained. They may write press releases, hold special events, network with sponsors, create and utilize social media accounts and posts and cultivate relationships with people in the media.

LAWYERS – Professionals in the field of law with a license to practice law in a specific jurisdiction. In Canada lawyers must pass the appropriate provincial bar exams prior to being licensed to practice law and legally represent clients. Music industry lawyers often take additional courses of study to become experts in the Music sector. They often further specialize in specific aspects of the Music industry such

as copyright, contracts or music licensing. There are some lawyers who provide a full management service in addition to their legal expertise.

MUSIC MARKETING PROFESSIONALS – Professionals in the field of marketing who, through a combination of academic study and practical experience, develop the expertise to stimulate or facilitate the demand for music products and strategies to ensure that knowledge of pricing, the sales environment, the musical products being sold and the promotional tools available are used to enhance the success of artists.

OBJECTIVES:

Discuss the network of professional and other supporters that are important in nurturing artists on their journeys to success

Expand your knowledge of the Music Ecosystem

Explore Strategies for growing your networks

Learning what the Ecosystem needs from you as a musician

Building trust

THE ROLE OF MUSIC MANAGERS

Advise on business strategy, Administer Artists' business practices, Manage Live Performances, Cultivating Audience – grow fan base, Plan and Schedule Artists' Activities, Negotiate deals with venues, Represent artists with agents, labels, casting directors, unions, Negotiate Tour arrangements

Administer Business practices:

Review contracts, budgets, and other legal and financial documents, Work with music publishers, Work with performing rights societies like ASCAP and BMI, Hire entertainment industry lawyers, Engage specialists in pertinent areas of artists' business affairs.

Manage Live Performances:

Source opportunities for Bookings in live venues, Negotiate with Booking Agents, Event Promoters, Venue Managers, Club and Restaurant Owners, Hire and manage tour managers, road managers

Cultivate Audience – Grow Fan Base:

Cultivate and communicate with the artist's existing fan base Cultivate a Social Media presence for the artist, Manage live promotions, exclusive releases, meet-and-greet sessions, email newsletters, and more, Hire publicists, publicity agents, or a full publicity firms to participate in the promotion of the artist.

Characteristics of a Great Manager:

INTEGRITY, HONESTY, BUSINESS KNOWLEDGE, ENTREPRENEURIAL SPIRIT, PASSIONATE, WILLING TO BUILD CONNECTIONS IN INDUSTRY, COMMUNICATIONS SKILLS, COMPUTER LITERATE AND SAVVY, WORKING KNOWLEDGE OF THE LANGUAGE OF THE MUSIC INDUSTRY, FINANCIAL LITERACY, CONNECTIONS IN THE MUSIC INDUSTRY, LOVE MUSIC

Music Agents - Booking Agents:

Work with Artists and Managers to schedule concerts, tours, and in-person appearances, Negotiates fees and contracts for Artists' bookings. Negotiate and book club or other live venue dates or secure opening act placement with more established acts. Plan tours, schedule radio and television appearances, and secure advertising deals and sponsorships. Develop relationships with talent buyers, promoters, festival organizers, and venue managers. Network! Network! Network!

Profile of an Effective Agent:

Knowledge of music venues, routes, gigs, college dates, festivals, tours, Skilled at Marketing and Promotion, Contracts and negotiation - thorough knowledge of booking contracts, options, and bonuses Professional connections – Networks, Written and verbal communication, Organization, Multitasking, Excellent negotiator – understands the marketplace and knows what guarantees are appropriate for the artist, Superior communication skills

Publicists:

Use Communications skills to create and maintain an artist's brand, Assist the artist in maintaining their desired public image, Publicists may also assist in getting artist's work and image to the desired market, Music publicists use public relations skills and media know-how to market the artists and the artist's work, Publicists represent the artist through press releases, arranging for interviews with the media and writing speeches.

Effective Publicists:

Public and media relations training – Strong Social Media skills, Strong communication skills, Internet savvy and knowledgeable of a variety of media formats, More and more Publicists are acquiring bachelor's or master's degrees in public relations, communication, marketing, business, journalism, advertising, or another related field, Able to competently speak for their clients, music publicists may also create press releases and speeches for press conferences, interviews, and other important events.

MUSIC INDUSTRY LAWYERS:

LAWYERS ARE SPECIALISTS – MAKE SURE YOU CHOOSE APPROPRIATELY, RECOMMENDATIONS ARE THE BEST PATHWAYS TO LAWYERS ASSIST IN TRANSLATING FROM LEGALEEEZ ASSIST IN FORMULATING BUSINESS IDEAS AND TRANSLATING ARTISTS AND MANAGERS, DESIRES INTO LEGALEEZ, LAWYERS ARE THERE TO PROTECT AGAINST BLIND SPOTS – USE THEM, LAWYERS' FEES CAN VARY GREATLY – GET THE VALUE FOR YOUR MONEY, CONTRACTS ARE BINDING AND SHOULD NOT BE NAVIGATED WITHOUT LEGAL ADVICE, LAWYERS OFTEN INVEST IN THE MUSIC INDUSTRY AND IN ARTISTS

Marketing Professionals:

Marketing professionals implement a set of strategies, principles and actions that when successful, increase engagement or maximize the revenue to be gained from the selling of your musical products and services.

TIPS for success:

Treat your career and your music with the seriousness it deserves. Determine the criteria (values, philosophies, principles) that must govern everyone in your Ecosystem and make it known. Interview everyone from volunteers to professionals, Be transparent, act with integrity, be willing to share the results of success TEAM! TEAM! TEAM!

Lets continue the conversation!

Thanks Derek & Huma

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