

Harnessing Young Talent

Music Industry Workshop - October 12, 2017

Port Pirie S.A.

A one day workshop offering emerging and aspiring artists, songwriters and musicians, first hand insights, tips and tools into the workings of, and success in, the music industry.

Learning intention: To familiarize participants with the rudimentary principles behind a successful career in the music industry. Topics covered will include:

The Business of Music

- The concept of *copyright* - Protecting intellectual property i.e. songs.
- P.R.O.s – What they do? (e.g. Australasian Performing Rights Association - **APRA**)
- APRA – How to join.
- Other Industry Associations of value such as Peak Body Associations, clubs etc
- Releasing a song to radio – Distribution Service Providers (DSPs)
- Marketing your music and songs – A few do's and don'ts
- Press Releases – Publicity principles (K.I.S and relevant information) and promotion
- Funding – raising funds to succeed, as opposed to funding to fail
- Touring – planning and what's involved.

Performance and Delivery

- Protective vocal techniques – introducing the concept of speech level singing with beginner exercises to get started and help raise awareness of correct vocal technique – irrespective of style.
- Identifying, knowing and expanding your audience.
- Song Selection – choosing the right material?
- Dress code/appearance - 'Branding'.
- Identifying, connecting with, and knowing your audience
- Stage patter and interaction
- Dress code/appearance; 'Branding'

Songwriting (“It starts with a song”) – The basics

- Inspiration - Where does it come from? Some tips and exercises on how to get motivated and inspired.
- Craft - How do we write from that inspiration so that others can also relate to it?
- Hit songs - What makes a song outstanding? Checklists to tick off.
- Music or lyrics ... is one more important than the other? Which comes first?
- The importance of titles and 'hooks'.
- The 6 basic song structures.
- The use of Rhyme, Rhythm, Repetition to draw the listener in and keep them there
- The use of Pronouns; I, You, We, etc.
- Story-telling in songs; Who, What, When, Where, Why, How and the use of tense
- Engaging the senses; Touch, Taste, Sight, Sound, Smell, Movement, Feelings/Body.
- Tips and Tools on 'tweaking' songs to fine tune and polish More checklists.