



**IMprove International Music Association  
Business for Creators**

## **THE PROFESSIONAL MUSICIAN TODAY**

### **Elements of Music Business**

Being a **musician today is no** longer, or not only, a question of musical skills and knowledge. The study and performance aspects are important, but **is** developing additional skills beyond playing itself. Having a clear project goal, planning the timing and steps of an artistic journey, creating and strengthening the network, looking for gigs, managing the leadership of a band, the emotional sphere and a stage, communicating one's image. These are just some of the soft and hard skills, formal and non-formal competences, that need to be developed, but to which today's classical didactic training unfortunately leaves no room.

While in Italy the deepening and discussion of such aspects remain secondary, abroad professional music business paths with this kind of orientation are beginning to emerge.

This path therefore aims to highlight elements and skills, give suggestions, indications and direct testimonies, including international ones, to guide and accompany a personal, emotional and professional process of those who want to approach a musical career or give it a further push.

#### **Who the course is for**

The course is aimed at anyone who wants to learn more about the elements of music business. The enterprising musician, motivated and interested in getting the most out of his or her

profession has a duty to himself to learn all the aspects covered in the course and to develop marketing techniques that enable him to deal professionally, confidently and effectively with any job opportunity that presents itself. The presence of national and international lecturers offers an unrepeatable opportunity to learn aspects that are often unknown or little dealt with locally. Aspects such as building and launching a music project, strategies, connections and networks, promotion and distribution will be discussed from every possible angle.

### **Course duration:**

The course is divided into Basic and Advanced.

The **Basic Course** is structured in **4** meetings of **3** hours each.

The **Advanced Course** is structured in **5** meetings of **3** hours each.

For both courses, the participation of at least 4 students and knowledge of English are required, due to the presence of international lecturers and, although it is recommended to follow the course in person, we also give the possibility to follow the course via streaming.

It is possible to join the entire course, one of the two courses (basic or advanced) or individual sessions. However, full attendance is recommended. According to need, it is also possible to reduce the meetings into longer sessions.

At the end of the workshop, each participant can decide to start an individual and customised course, accompanied by a mentor, a professional musician.

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## **BASIC COURSE**

### **Specific objectives:**

*Deepening knowledge on:*

- What it means to be a musician today, career construction, current context and actors involved;
- What steps are needed to start, build and improve one's career as a musician;
- What soft skills and non-musical core competencies are and how to build them;

- What are the important aspects in building and launching a ~~project~~ music, strategies, repertoires, connections and networks, promotion, distribution.

*Increase:*

- One's self-awareness of 'where they are' and 'the way ahead', possession of soft skills and which ones to develop further.

*Get to know*

- International artists and mentors, strengthening the Network

### **I MEETING - Introduction to the profession**

What it means to be a professional musician today or to want to be one in the future.  
What skills need to be developed, beyond application on the instrument and why.  
The definition of objectives and the evaluation of resources.  
Which paths to take and possible alternatives.  
The Italian and international panorama.

### **MEETING - A musical project, creation and launching**

How to build a music project. Possible paths and strategies for launching  
The repertoire and the ensemble.  
Mistakes not to be made.

### **Meeting III - Project Management**

Communication and promotion.  
Networking and networking.  
Fund Raising

### **IV MEETING - The construction of one's own musical learning in a personalised way**

Determine the 'period' of study in an efficient manner, i.e., focused and time-limited (by packages).  
Understanding the ways of self-learning and the exploitation of new digital potentials.  
The relationship with musical traditions.  
Personalised musical learning. Being true to oneself musically.  
The concept of 'Peace'.

At the end of the course it will be possible to activate a final meeting to present one's projects. Each participant will be asked to present a first professional development path or music project that he or she intends to launch, based on his or her own perspectives. The lecturer will analyse and discuss this path in the group, giving concrete indications.

## ADVANCED COURSE

This course aims to deepen some specific aspects of the musician's career, orienting and giving concrete and useful tools for each participant's professional, but also personal and emotional path. From defining a goal and a project, to building it, planning it, using one's own resources and talents, to leadership, emotional management and communication on stage, promotion.

### **I MEETING - The personal growth path to launch a project**

One's resources, talents and potential, identifying and using them. Self-confidence and the risk factor.

How to define a goal, clarify it to oneself in order to be able to start. How to achieve a goal, how, when, resources.

### **II MEETING - Performance and the Stage**

Stage management from an emotional and communication point of view. Error management on stage

How to prepare a performance and a repertoire.

### **III MEETING - Leadership and band management**

How to manage good leadership, be respected while remaining part of the group. Leading and team building strategies.

### **IV MEETING - Music rights, distribution**

Labels and digital distribution, what they are.

What to choose for your distribution and promotion.

Copyright.

Collecting societies.

### **5th MEETING - FUND RAISING**

How to support your music projects

Individual fund raising

State funding sources, calls for tenders, knowing how to find and fill them in

### **MEETING VI - Communication and Promotion**

How to effectively communicate one's projects and journey. Social media and media management.

The importance of the press office.