



Artist Toolkit Day, 19th Feb 2017

Music Copyright, Royalties and Licensing (Hub – 11.30-12.45)

This panel seeks to explore the importance of copyright, royalties and licensing within the context of a musician's career. Panellists will discuss how they all tie together, legalities you should be aware of and the various bodies who deal with copyright, royalties and licensing.

Chair: **Peter Quinn – Music Programme Coordinator (Roundhouse)**

Panellists: **Frances Pollitzer – Lawyer (SSB Solicitors)**

Carly Snellgrove – Royalties Manager (Bucks Music Group)

PR Masterclass with The Rest is Noise (Bloomberg – 11.30-12.45)

This is an opportunity to learn how to boost you profile as an artist and get the most out of your material through clever use of traditional, online and social media channels. The Rest is Noise are a bespoke music communications company cultivating relevant and lasting partnerships between media and brands. Extending to arts, culture and film there's always a strong electronic music informed thread running through everything they do.

Lead by: **Angie Towse – The Rest is Noise**

Freya Van Lessen – The Rest is Noise

KID Talks (Hub – 13.15-14.30)

Get to know the different sides of the music industry! Many jobs exist and you can make your own path in getting to your goals. Here the panel discuss all the varying avenues that are available to you as well as how they got to where they are and stories from the industry, followed by a networking session for one to one questions. KID Talks is a program designed to inspire, support and inform young people about the music industry, check out their YouTube channel.

Chair: **Niccy Logan - Station Manager (Roundhouse Radio)**

Panellists: **Anthony Lewis – Artist and Manager**
Mike Malak – Coda Agency
Chimene Mantori – A&R (Imagem Music)
Alex Manzi - Social Media Producer (BBC Radio 1Xtra)

Funding with PRS Foundation (Bloomberg – 13.15-14.30)

PRS for Music Foundation is the UK's leading charitable funder of new music. Get valuable advice on writing funding applications, and hear about the impact funding can have on your future musical career.

Lead by: **Elizabeth Sills – Grants Coordinator (PRSF)**

How to get the most out of your Soundcloud (Clare – 13.15-14.30)

This session is for creators looking to optimise their SoundCloud profile. As the most open and authentic people-powered music streaming platform in the world, SoundCloud is a catalyst for creativity, and when used correctly can be a powerful tool that enables creators to share their music with the world. With insights and information on data analytics, this session will provide the tools any aspiring creator needs to build their profile to engage with our global community. Additionally, this talk will share information on platform optimisation, our creator focused app, SoundCloud Pulse, alongside tips on how to promote work and connect with artists on the platform.

Lead by: **Julia Killer – Senior Content Relations Manager (Soundcloud)**
Support from: **Ben Whybrow – Global Communications Manager (Soundcloud)**
Nadine Bieshaar – Head of Royalties (PIAS Entertainment Group)

Rising Sounds Producers Panel (Hub – 14.45-16.00)

Join us for this fantastic panel event featuring some of the best music producers in the UK today, who we were lucky to have feature on this year's Rising Sounds album. This will be a chance to quiz professionals about their careers in the realm of music production.

Chair: **Peter Quinn – Music Programme Coordinator, Roundhouse**

Panellists: **Alexander Archer**
Steph Marziano (Delora, Denai Moore)
Spider J (Stevie Wonder, Beverley Knight, Kano, Dizzee Rascal)

Hugh Worksett (Michael Kiwanuka, Rae Morris, Birdy)

Radio Plugging and Playlisting (Bloomberg – 14.45-16.00)

This discussion will demystify the role of the radio pluggger, explore how playlisting teams work and give you tips on how to get your songs out there and in front of the right people. How can radio and playlisting help you get exposure?

Chair: **Jaguar Bingham – Team Assistant (BBC Introducing), DJ & Radio presenter**

Panellists: **Rachel Cervonaro – Head of Music (Subtv)**

Elise Cobain – Playlist, Programming and Curation Manager (Sony), Freelance Producer (BBC) & Presenter (Amazing Radio)

Spotlight on Jazz Refreshed (Clare – 14.45-16.00)

Jazz re:freshed is a contemporary music/arts movement and arts development organisation, built around a weekly live music residency in the heart of West London, covering the whole spectrum of Jazz inspired music and culture since 2003. Carving out a niche in London's rich cultural landscape, Jazz re:freshed bridges the gap and connects the dots between Jazz and other progressive music genres. Come listen, chat and be inspired by the great minds behind their movement.

Lead by: **Victor Redwood-Sawyer, Associate Producer (Roundhouse) & Relationship Manager (Arts Council England)**
Justin McKenzie, Artistic Director (Jazz Refreshed)
Plus more TBC

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Box Office	Sign up (11:00-11:30)	11.30-12.45		13.15-14.30		14.45-16.00			
Hub		<i>Music Copyright, Royalties and Licensing (11.30-12.45)</i>	Lunch (12:45-13:10)	<i>KID Talks (13.15-14.30)</i>	Break (14:30-14:45)	<i>Rising Sounds Producers Panel (14.45-16.00)</i>		Finish (17:00)	
Bloomberg		n/a		<i>Funding with PRS Foundation (13.15-14:30)</i>		<i>Radio Plugging and Playlisting (14.45-16.00)</i>			
Clore		<i>PR Masterclass: The Rest is Noise (11.30-12.45)</i>		<i>How to make the most of your Soundcloud (13.15-14.30)</i>		<i>Spotlight on Jazz Refreshed (14.45-16.00)</i>			
MADE Bar & Kitchen							Networking (16:00 - 17:00)		