



CMU:DIY - Getting Started In Music Day

The team from CMU present a day of interviews, panels and insight sessions about getting started in the music business. Whether you are an artist running your own affairs, a manager plotting out your band's career, or you aspire to work in the music industry or run your own music business, these are essential sessions.

12pm-12.20pm: Presentation - Making Money From Music

CMU Business Editor Chris Cooke provides an overview of how the music industry works in 2014, with a focus on how artists can monetise their content, their gigs and the 'fan relationship'.

12.20pm-1.10pm: Panel Discussion - Building A Fanbase

Three experienced DIY artists provide tips and advice on building and engaging a fanbase. How to get gigs and use them as a marketing channel; the role of the fan mailing list, social media and PR; and how to go about selling things to core fans.

1.10pm-1.30pm: Interview - The Potential Of Direct To Fan

Music Glue founder Mark Meharry discusses how direct-to-fan works, the potential D2F platforms like Music Glue offer grass roots artists, and why gathering fan data and nurturing the fan relationship from the word go is so important.

2.15pm: Presentation - Connecting With The Music Business

CMU Business Editor Chris Cooke provides an overview of the music industry, looking at the various kinds of music companies that artists will connect with, and at how bands and musicians might organise their own business affairs.

2.45pm: Interview - Setting Up Your Artist Business

Artist manager and music business expert James Barton of The Blue Team discusses how artists have traditionally structured the business side of their careers, the way deals with labels, publishers and promoters work, and how all of that is changing. Plus what exactly does the artist manager do, and why are they so important? And how can aspiring managers get started?

3.15pm: Panel Discussion - Where Labels Fit In

Record companies still play a crucial role in the music business, especially for new talent, as the primary investor in and marketer of new artists. But what exactly do labels do? What parts of an artist's career do they get involved in? How do labels discover new talent to

work with? And what's it like working for a label? Fred Bolza (Sony Music), Jack Clothier (Alcopop! Records) and more all discuss.

4.15pm: Panel Discussion - Deal Making In Music

Assuming it's time to start doing deals with music companies, how does that work? What do artists need to think about, and what are the label's concerns? Lawyers representing artists and labels consider both sides of the deal making equation.

4.45pm: Presentation – Ten Tips for Getting Started

5pm: Questions & Networking