



ROUNDHOUSE RISING
DISCOVER NEW MUSIC
21 — 23 FEBRUARY 2014

ARTIST DEVELOPMENT MASTERCLASS DAY

Friday 21st February: 10.30am-5pm

All Ages / £8 day ticket

www.roundhouse.org.uk/rising

www.generator.org.uk/roundhouserising

Generator has a strong reputation for bringing together the industry's biggest names at events such as The Great Escape and Music Futures Conference and the agency is thrilled to return to Roundhouse Rising following a sold-out Masterclass day in 2013.

The **Artist Development Masterclass Day** on Friday 21st February features high profile music industry experts and offers essential insight, thought-provoking debate and practical advice for emerging artists and DIY music businesses.

Daytime Masterclass Day tickets can also be used to attend The Hub sessions, with live music from Roundhouse Rising artists Suntrapp, Lese Majesty and Ajimal.

Registration

10.30am

How to Build Your Career on YouTube

11.00am-12.30pm

Studio Theatre

This panel event features insight presentations to cover branding and channel creation, audience development and the use of YouTube as a social tool, and creative content production before interactive discussions explore how artists can reach, engage with and develop income streams from a potentially huge fan base.

With guests:



Zac Vibert, Hospital Records
Caroline Bottomly, Radar Music Video
Darren Hemmings, Motive Unknown
Moderator: **Karim Fanous, Music Ally**

Lunch

12.30-1.00pm

Interactive Roundtable Discussions

1.00-2.15pm

Various Spaces

This year's Masterclass day will feature an exciting new format, aimed at getting you as involved as possible with Interactive Roundtable Discussions; 8 tables of informal and educational conversation about different music topics, with each one guided by an experienced industry expert. Want to know more about touring? Come and take part in the 'Hitting the Road' conversation chaired by ITB's Emma Hogan. Want to secure more radio plays? Come and share your experience on the 'Attracting Radio' discussion with BBC Introducing's Ally McCrae. Want to find out more about securing funding? Talk to Laura from PRS for Music Foundation. Need to make the most out of Spotify's model and promo opportunities? Make sure you sign up to Bryan Johnson's table.

These discussions are a perfect way to teach, share, and meet individuals with similar music interests to you, to learn from each other and those that have enjoyed success.

Each table is limited, on a first come, first served basis. To book your seat, please check out the list of tables below, and let us know which one you'd like to be part of by emailing us at joe@generator.org.uk. Hurry though, the tables will be popular.

Includes 30 mins networking time afterwards so people have a chance to complete chatting with all guests.

Choose from the following Roundtables:

- **Attracting Radio** with **Ally McCrae, BBC Introducing**
- **Hitting the Road** with **Emma Hogan, ITB Agency** (Dry the River, Jake Hart)
- **Attracting Press** with **Tasha Anderson, House of 27** (Lana Del Rey, Azekel)
- **Syncing in 2014** with **Simon Pursehouse, Sentric Music**
- **Social Media & Online Presence** with **Darren Hemmings, Motive Unknown** (Alt-J, Local Natives)
- **Music Funding in 2014** with **Laura Whitticase, PRS for Music Foundation**
- **Making the Most of Spotify** with **Bryan Johnson, Spotify**
- **Getting Noticed** with **Tom Cotton, Amazing Radio**

In Conversation – Building an Artist’s Career

2.30-3.30pm
Studio Theatre

This In Conversation panel event will feature anecdotes and practical advice from those in the artist development frontline. Hear how you go about building an artist’s career from managers, artists and A&R.

With guests:

Colin Roberts, Big Life Management (Chlöe Howl)

Nadine Shah

Joe Taylor, ATC Management, Island Records (Kyla La Grange, Keaton Henson, Rizzle Kicks)

Moderator: **Jen Long, BBC**

Roundhouse Rising – Live Music

3.30-4.30pm
The Hub
with sets from **SUNTRAPP & Lese Majeste**

Closing Keynote

with special guest **Jazz Summers** (Big Life Management)

4.30-5.00pm
The Hub

One of the music industry’s most successful managers, Jazz Summers has been instrumental in the success of artists as diverse as Wham!, The Verve, Coldcut, Klaxons, Scissor Sisters, Snow Patrol and London Grammar. His artists have sold over sixty million albums and seventy-two million singles around the world, including over 100 Top 40 hits. In 2003, Jazz was awarded the prestigious Peter Grant Award and, in 2007, the Strat Award at the Music Week Awards. He remains one of the most important names in music and tells his stories for the first time in shocking and inspirational biography, Big Life.

Always ahead of industry and musical trends, Jazz is the perfect guest to close a day that focuses on artist development and building sustainable careers.

Roundhouse Rising – Live Music

5.15pm
The Hub
with live music from **Ajimal**

<http://roundhouse.org.uk/rising>