

NETWORKING THE NEW MUSIC INDUSTRY:

CAPITALIZING ON OPPORTUNITIES FOR INDY ARTISTS AND WRITERS

SUMMARY:

The Indy music scene is booming, fueled by exciting promotional and marketing tools never imagined ten years ago. Even if you aren't a performer you can take advantage of the many resources now available to music creators all over the world. You will have an edge if you can bring a self-sustaining performing or promotional operation to your negotiations with publishers or record labels.

The stars of the future are already being culled from the ranks of the DIY-ers and their collaborators. Networking opportunities abound for the Independent songwriter. Some of the topics discussed in the class are: Social Networking, Viral Promotion, Presenting a Professional Image, Useful Websites and Technologies, Collaboration, One Sheets EPKs, Marketing CDs, and Other Tools.

CLASS LENGTH: Approximately 2.5 Hours including discussion and Q&A.

THIS SEMINAR IS BEST SUITED FOR: All groups interesting in independent music marketing. Material will suit the performing songwriter and the non-performing songwriter at either the developing or the professional level. Craig's experience is hands-on as a performing independent singer-songwriter aided by his manager/promoter Larry Ahearn.

MINIMUM REQUIREMENTS: Some Internet experience, and a basic understanding of common technology terms (such as mp3, widgets, e-invitations, etc.).

VARIATIONS AVAILABLE: None

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