

# **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

---

Craig Bickhardt SongSession Workshops  
Contact: Larry Ahearn, Song Gallery  
Songgallery@comcast.net  
Larrya1966@aol.com  
610.574.6276