

ARTIST MANAGEMENT

6-Week Program

Overview

How does an artist forge a path from the local clubs to the top of the charts? This informative course will examine the basics of managing an artist's career including branding, booking, building a business model, negotiating contracts, and more. Whether you are an artist hoping to guide your own projects to success, or an entrepreneur interested in working within the business side of music, this course will help to create a strong foundation of industry knowledge and understanding.

What will I learn on the Course?

You will study the following topics over six weeks:

- Branding
 - Booking
 - Promotions
 - Budgeting
 - Contracts
 - Negotiation Skills
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Instructor

Ramona is a motivated and experienced booking agent and concert promoter from Detroit. Currently she is a booking agent at Atomic Music Group and is the owner of her own booking agency, Black Iris Booking. She has worked with artists such as My Chemical Romance, Taking Back Sunday, and Dashboard Confessional. Ramona will offer professional insight from her experiences of booking big acts, tours, and will guide you down the right path of artist branding, marketing and management.

Important Information

COST: \$149

DURATION: 7pm - 9pm, every Tuesday for 6 weeks

LOCATION: DIME Detroit Campus, 1265 Griswold Street, 48226

COURSE OUTLINE

Week	Description
1	Branding Creating a brand for an artist is essential to positioning them well within the market place and developing strategies for target areas. Participants will survey the elements of building a brand including developing brand focus, identifying what differentiates the brand from others, visual appeal, and curating consistency.
2	Booking Booking the right shows at the right time is a critical element to gaining exposure for artists. Participants will survey considerations, including criteria for selecting a venue (capacity, ticket pricing, insurance, etc.) as well as forming and maintaining relationships with promoters, venue owners, and booking agents, to close out the deal!
3	Promotions Promotions comes in many forms and continues to change with emerging platforms. Participants will survey traditional means of promotions as well as new media, exploring and developing the right promotion strategy for their needs.
4	Budgeting In this topic area, participants will survey financial considerations from the perspective of an artist manager. This includes development of budgets, record keeping, financial projections, allocations, and establishing income streams.
5	Contracts Contracts are an effective way to monitor agreements between parties. Participants will survey contract needs according to situation, agendas, needs, and overall strategies.
6	Negotiation Skills Negotiation skill development enhances knowledge and understanding of common deal terms and structures within the music business. Participants will survey working practices including, social etiquette within the context of deal making, business terminology, risk calculation, and decision making.

