

CCSMB1

Produce promotional material for the music business



Overview

This unit is about contributing to the timely production and distribution of promotional material for artists on the roster. It describes the competence involved in assisting in the preparation, development and production of promotional material such as CDs, Gig tickets, flyers, posters, magazine adverts, and web sites for artists, tours, competitions and events.

You need to understand all the processes involved in marketing and promotion within the music industry, where the production and distribution of material fits into this, and why it is important. You will need to liaise with many internal and external stakeholders such as suppliers and tour managers). You need to keep up with current playlists such as MTV, Emap and Radio One.

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Performance criteria

Contribute to the planning of promotional material

You must be able to:

- P1 agree your role in the promotions process
- P2 identify the purpose of the promotional material, the intended consumers and the resources available to produce them
- P3 identify and assess the suitability of existing material for the intended consumers
- P4 suggest new material that meets the requirements of the artist, organization, consumers and meets all legal requirements
- P5 suggest sites and locations for maximum consumer visibility and access
- P6 identify the resources needed for new material and how they will achieve the purpose of the promotion

Assist with the development and production of promotional material

You must be able to:

- P7 assist with managing all promotions budgets, liaising with colleagues on any activity that may require expenditure
- P8 issue Purchase Orders
- P9 produce the material within given resource and time constraints
- P10 ensure the content of the material is accurate, valid, reliable, honest and meets the needs and interests of the intended consumers
- P11 ensure material production contracted out is produced to specification, budget and is delivered to the agreed time scale
- P12 ensure completed materials are sited at the correct location in the specified manner
- P13 report matters that could adversely affect the production and siting of material

Undertake the distribution and administration of promotional material

You must be able to:

- P14 order in, distribute, and ensure full stock of promotional materials
- P15 order in and store Betas and VHS copies and distribute to television media
- P16 send out Betas, lyrics / riders / equipment lists, publisher / composer details, release dates and forthcoming releases, publicity photos
- P17 ensure that mailing lists for media are kept up to date
- P18 track current releases with Media Research
- P19 keep up with current playlists
- P20 collect and check internal promotions reports and distribute bulletins internally
- P21 co-ordinate travel for your department where appropriate, and for artists, musicians, dancers, and competition winners and provide full itineraries when necessary
- P22 liaise with Out Of House companies to oversee their travel arrangements and budgets

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Knowledge and understanding

You need to know and understand:

- K1 music, the music industry and artists on the roster
- K2 different international and territorial markets
- K3 how a promotions department works and the integration of Radio and TV with online promo opportunities
- K4 how to deal with confidential information in a discreet manner
- K5 how to communicate effectively on the telephone
- K6 how to use computer programs, especially in-house systems such as Aramis, and also Excel, Word, Outlook Express etc
- K7 the intended consumers of the promotion
- K8 the basic principles of good design and how this applies to the materials being produced
- K9 the type and quantities of resources available for the production process
- K10 factors likely to affect the time scale and who should be involved in agreeing the time scale for production
- K11 the overall plan for the project on which you are working
- K12 the types of existing promotional and sales materials and evaluations of their success
- K13 the type of location that best suits different groups of consumers
- K14 location of suitable sites for the area in which you are working and any health and safety implications
- K15 sources of assistance and information and how to access them
- K16 the purpose of a design brief, the format and level of detail required and the time scale for its submission
- K17 how to draft persuasive and balanced suggestions
- K18 the organisations involved in the production process and the nature of their involvement and responsibilities
- K19 the factors that could affect production and how these should be handled
- K20 how to monitor and track progress
- K21 how to handle suppliers when production is progressing well and badly
- K22 what constitutes an honest interpretation of the subject matter
- K23 the subject matter forming the content of the materials for which you are responsible
- K24 how to present, write and sequence content for different types of consumers to achieve maximum impact, interest and visibility
- K25 any relevant current legislative requirements applicable to the production of materials (e.g. Equal Opportunities)
- K26 the person to whom you should report and liaise during the production process and the limits of your authority
- K27 the policies of your organisation relating to the production of materials
- K28 any house style requirements relating to the design of materials
- K29 the required layout and presentation of evaluation reports
- K30 scan and read materials to find specific information

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- K31 compare information and accounts of events and recognise opinion, possible bias and distortion
- K32 synthesize information for a specific purpose
- K33 organise and clearly present relevant information to suit your purpose, subject and audience
- K34 present your own interpretation in a way that brings together information in a coherent way
- K35 select and use a variety of vocabulary and grammatical expressions to convey effects, enable fine distinctions to be made and achieve emphasis
- K36 assess the effectiveness of your materials, identifying factors that had an impact on its outcomes and ways of enhancing its presentation

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