

CCSMP04

Undertake promotion of composers/writers and their music



Overview

This unit is about contributing to the promotion of published composers/writers and exploiting their music. This includes maintaining and utilising a network within the music industry through the co-ordination, administration and review of promotional activity.

See also CCS13 Present a positive image of yourself and your organisation through effective communication and MP31 Communicate effectively within a music publishing organisation

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Performance criteria

You must be able to:

- P1 Assist with maintaining good professional relationships in sectors concerned with the performance, recording or broadcasting of music
- P2 Assist with the maintenance of good professional relationships with artists, directors of performing organisations, programme makers, broadcasters, record company executives, and managers
- P3 Assist with securing the programming of pieces of music for performance or broadcast
- P4 Keep all artists, recording companies, programme makers and broadcasters up to date with catalogue information
- P5 Ensure international offices or sub-publishers are well informed of, and feed back, opportunities for promoting works or writers overseas
- P6 Keep mailing lists updated with all contacts, mainstream and specialist
- P7 Work with artists or organisations to set up programming or performance opportunities
- P8 Research special usages or successes of works which present promotional opportunities
- P9 Accompany composers/writers to recording sessions, rehearsals or performances
- P10 Arrange and co-ordinate special events
- P11 Set up demo recordings as appropriate
- P12 Work with colleagues to ensure appropriate performing materials are available
- P13 Manage time available with composer/songwriter effectively to ensure objectives are met
- P14 Book travel / hotels / meals / cars for any events
- P15 Prepare in advance budget information for promotional trips, forwarding info to co-ordinator and getting approval
- P16 Maintain blogging activities
- P17 Keep abreast of all recordings/releases/performances in order to gain accurate and up to date monitoring
- P18 Prepare reports/updates on performances, airplay and other promotional activity
- P19 Feed back information internally both orally and in reports

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Knowledge and understanding

You need to know and understand:

- K1 Music, the music industry and the composers/writers you represent
 - K2 The career development of composers/writers
- Music Business (Publishing) NOS Final Version Approved December 2010
- K3 How to communicate, negotiate effectively and manage good relationships with artists, directors of performing organisations, programme makers, broadcasters, record company executives, managers, presenters, assistants and receptionists
 - K4 How to create a positive impression in meetings with people of all levels
 - K5 How to use and maintain digital networking tools
 - K6 Digital and consumer trends
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