

## CCSMP38

# Establish and maintain contacts and networks to benefit a music publishing organisation



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### Overview

This unit is about using your communication skills to establish and maintain contacts and networks. You will be required to establish contacts for a variety of reasons including promotion opportunities in recording, film, TV, advertising, games. You will also need to establish networks for acquiring writers and catalogues as well as for selling to users and consumers. You will be expected to identify organisations with whom you believe your organisation could work. You are then required to establish contact and develop and nurture relationships

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

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#### Performance criteria

- You must be able to:*
- P1 identify other organisations, agencies and individuals with whom you could work
  - P2 establish contact with these organisations, agencies and individuals
  - P3 deal with approaches from other organisations, agencies and individuals positively and co-operatively
  - P4 explore with other organisations, agencies and individuals the possible benefits of future links
  - P5 agree with them how you will maintain contact and exchange information in the future
  - P6 identify opportunities to promote your organisation and your writers/composers and the products/services it can provide to other organisations, agencies and individuals
  - P7 identify opportunities to establish contacts for live, recorded or broadcast performance Communicate information about your organisation and its products/services, emphasising the benefits of your organisation in a language and style appropriate to the audience and in a way which is consistent with organisational policies and practices
  - P8 maintain effective working relationships with other organisations, agencies and individuals

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#### Knowledge and understanding

*You need to know and understand:*

- K1 why networking and building relationships are important
- K2 the role of professional organisations in the music publishing industry
- K3 the organisations and individuals with whom you should aim to develop working relationships
- K4 the benefits which could come about from working with these organisations and individuals
- K5 how to identify and approach suitable organisations and individuals
- K6 how to establish and maintain effective working relationships with other organisations and individuals
- K7 the importance of responding positively and co-operatively to other organisations and individuals
- K8 the importance of good contacts for the benefit of your organisation and your writers/composers
- K9 the types of opportunities which you could use to promote your organisation and your writers/composers
- K10 how to promote your organisation and writers/composers in a way that addresses other people's preconceptions and views
- K11 the benefits of your organisation and its writers/composers and products/services and how to emphasise these
- K12 policies and practices which need to be kept in mind when promoting your organisation and your writers/composers
- K13 negotiation and problem solving skills
- K14 the importance of maintaining contact and seeking feedback from other organisations and individuals involved and how to do so

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**Relevant occupations** Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; Artistic and Literary Occupations; General; Elementary Administration Occupations

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**Suite** Music Business (Publishing)

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**Key words** music publishing, music business, writers, composers, songwriters, networking, CPD