



Chiara Michieletto Sanchez-Pedreño

Reflection Paper

Summary of the project that was completed

My internship experience was participating and contributing to the overall success of the Midem Artist Accelerator program. This program aims at detecting a select pool of artists and having them participate in various workshops, activities and panels with high level industry executives, as well as allowing them to perform at the Midem by night festival. This year we had 11 acts selected from a pool of 622 applicants. My position in the program required me to be part of the selection and organisation process of the event, from November up until the event in June.

The project therefore involved various roles, ranging from organisational planning skills, A&R selection, detection of potential projects, contacting key people to involve them in the project particularly potential members of the committee and potential talent for the program.

The internship involved me quite significantly on the live side of the business, as I was in charge of managing the ticket distribution for the night shows. The shows were divided across two stages: one dedicated to the artists from the Accelerator Program and the other to international artists from all over the world such as: Dream Wife, Jake Isaac, Public Service Broadcasting, Miss Garisson and de Monaco, Lola Marsh, Sliscobars and Mongoose, The Mixer, The Chairman and DJ Question Mark.

Results: how the project did and did not align with expectations

My expectations for this project were mostly met, if not exceeded. I believed it was going to be a lot of work but that I was also going to acquire many new skills and both of these expectations were met. I did have to spend a lot of hours on this project, all throughout the year, starting in November until June.

The tasks that perhaps required the most hours spent on were the reviewing of artist applications, as well as researching and contacting potential talent for the program.

Perhaps an element that did not align with my expectations was the communication with my manager on the project. This didn't pose a problem as we would email frequently and that was sufficient, but my expectation going into the project was that we would have more Skype/visual sessions, particularly weekly catch ups. Again, this way was actually the most efficient way of carrying out the communication, as the work was concentrated across several weeks and quite scattered across others, so a weekly meeting would have been quite redundant.

This was also another surprising element arising from the internship. I was expecting work to be a lot more flowing and spread out across various months, however this project required very intensive, urgent work in some instances and more spread out tasks in others. This made the overall experience much more intensive, and was also

reflected during the Midem event 6-9th June, where in some instances urgent matters seemed to converge all at once.

Plan of action/process: where project met expectations and where it needed to be revised during execution

In the preparatory section of the Accelerator Program, particularly during the application process, we had to redefine quite a few aspects of it as it was happening, due to the volume of submissions we were receiving particularly at when nearing the deadline. Since so many good applications were coming in late/last minute, we decided to extend the submissions deadline by keeping the link activated for an extra week. We didn't advertise this on any channel, we just kept it open to share amongst our network of contacts.

During the course of the Midem Artist Accelerator program, most of the revision and updating of the plan, came from and occurred during the actual event, where we had to revise and reassess the planning, particularly in order to adjust for upcoming interviews and meetings scheduled by the artists and their teams. Particular issues came out when planning the one to one sessions between the artists and the mentors. We had to accommodate for both the schedules of the artists as well as those of the mentors and the artists' teams. This was a lot more challenging than what it seems, with more than one last minute cancellations.

Next steps: if the project were to continue, what would the next phase entail?

I believe that the Accelerator Program should definitely grow next year. I have received a lot of feedback from the general Midem conference and the general consensus seemed to be that the accelerator program was one of the best parts of the whole event, especially when paired with the Midem by Night festival. There should be more artists in the accelerator program next year and more shows put on the Midem Festival. Also an ignored source of revenue up until now has been the sale of festival tickets. It would definitely be a challenge to have consumers paying since the festival has been for free thus far, however I believe they would definitely pay a small contribution, and even more if the festival was bigger and lasted longer.

I would absolutely advise Midem to see this as a direction they should be moving in, as most competing conferences and events such as The Great Escape, Reeperbahn, By:Larm, Sonar, Primavera Sound, almost any music industry conference has a big and popular live emphasis. Most of these conferences actually mostly market themselves on the live music portion of the event, and it is perhaps the portion that generates the most revenue for many of them. If competitors are putting so much importance and relying so much on the live side, why isn't Midem?

Contribution to the discipline and profession

This internship position has definitely helped me develop and acquire new analytical and critical A&R skills. This mainly arose from the task of reviewing the artists' submissions.

In the preparation to the event, I was able to learn how to efficiently and thoroughly organise, schedule and prepare such an event as well as how to work in a team remotely and how to organise communication efficiently.

In terms of contribution to my profession, in addition to the skills I was able to acquire and develop, I was also able to make quite solid professional connections in the industry, and have leveraged these already at my job at Music Ally, as well as helping me perpetrate the brand and our mission. I also believe a very important factor in Music Ally's decision to hire me was that I had the Midem Accelerator program on my CV, a valuable powerful brand to have worked for.

Furthermore the professionalism and social skills the accelerator program allowed me to develop have also helped me in my current endeavours dealing with and speaking to people in the music industry.

Impact on the student completing the work

All in all, working for the Midem Artist Accelerator program was an enriching experience, both personally and professionally and I definitely would recommend to continue and even extend the relationship Berklee has with Midem and particularly this program, as it is very active and interesting and definitely a great way of meeting a lot of people working in the industry.

This includes particularly artists and their teams (artist managers, booking agents, touring companies). Also from the committee side as well there is a lot of opportunity of meeting high level industry executives from all around the world.