

EUROPEAN

**DIY  MUSICIAN
CONFERENCE 2019**

CULMINATING EXPERIENCE PRESENTATION

PREPARED BY

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ADVISOR

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Project Summary

Who GEMB students, Berklee Valencia Faculty, CD Baby Marketing Department

What Music business conference, which includes keynotes, workshops, networking and performance opportunities through night events

Where Berklee Valencia Campus and Palau de les Arts - Reina Sofia (Aula Magistral)

When Typically first week of April, two day event



Project Positions & Objectives

Project Manager

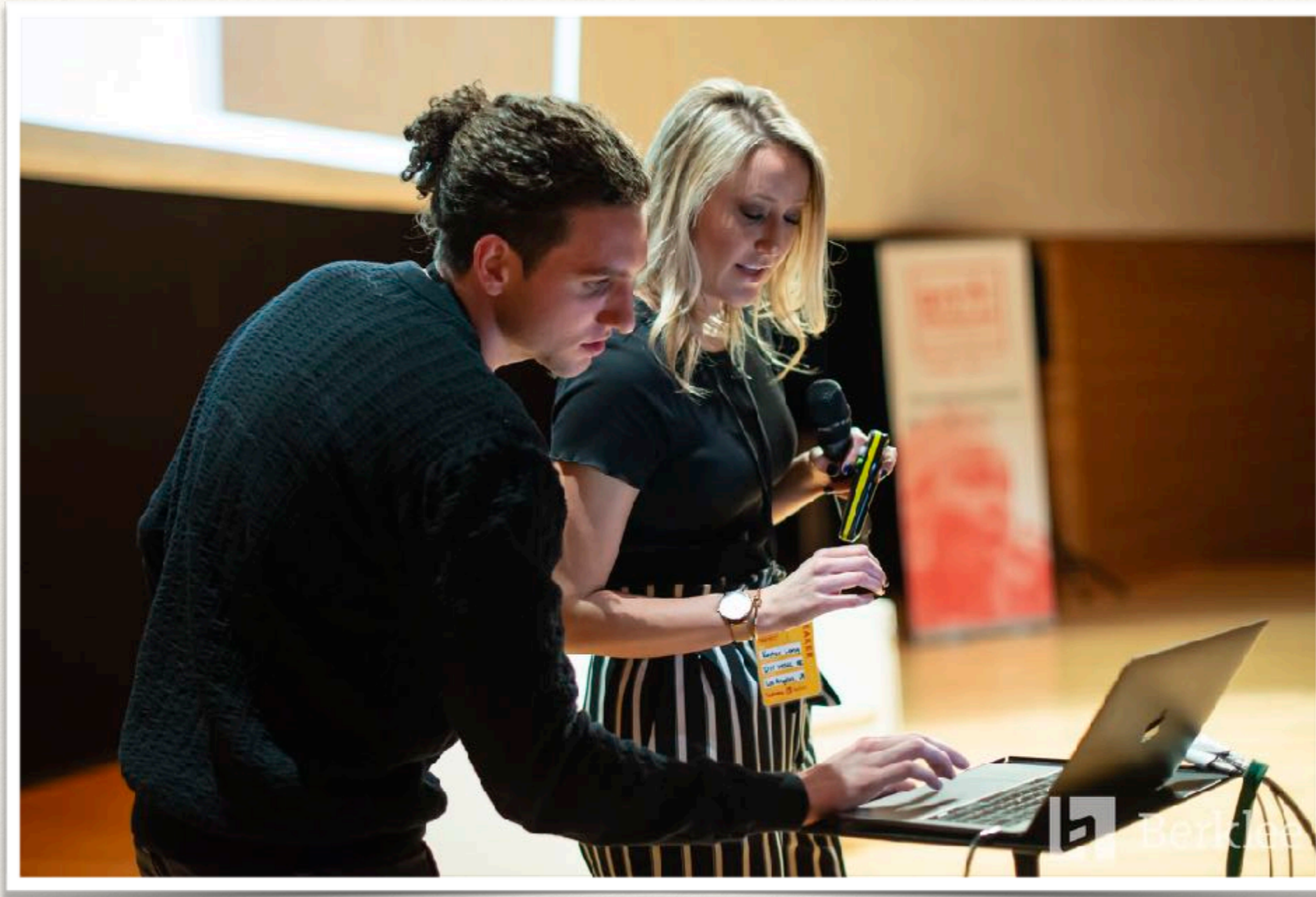
Program Content & Organization

Talent & Partnerships Manager

Networking / Artist Showcasing

Marketing Manager

Ticket and Event Promotion



Project Manager Role

James Connor

Project Manager Position

Expected Tasks



Conference Schedule

FRIDAY, APRIL 5TH

17:00 - 19:00	EARLY REGISTRATION Berklee Campus Tours will only be available on this day, sign up at check in!	Berklee Campus
19:00 - 21:00	OPENING COCKTAIL HOUR Start off your weekend the right way with us! Free admission and one complimentary drink when you present your conference badge.	48 Gastro Club Passeig de l'Abereda, 48

SATURDAY, APRIL 14TH

All Saturday sessions located at the Palau de les Arts Reina Sofia (Adjacent to Berklee campus)

8:30 - 10:00	REGISTRATION OPEN	Palau de les Arts
10:00 - 10:10	WELCOME ANNOUNCEMENTS <i>Speakers: Maria Martinez Iturraga and Alexandre Perrin - Berklee Valencia</i>	
10:10 - 10:40	OPENING KEYNOTE - CD BABY: WE WANT TO BE YOUR PARTNER IN BUILDING YOUR CAREER IN MUSIC <i>Speaker: Tracy Maddux - CEO, CD Baby</i> Whether it's distribution, publishing administration or the tools of promote your music and build a fan base, CD Baby aims to be the most valued and trusted member of your team. How does the largest and leading distributor of independent music think about making its services indispensably valuable to the one million+ artists using its platforms? Attend this presentation and find out.	
11:30	CUTTING THROUGH THE NOISE <i>Speaker: Kevin Brauner - VP Marketing, CD Baby</i> Today we're awash in new music. Not only that, there are countless OTHER forms of entertainment and distraction competing for your time. How do you capture a listener's attention? How do you earn and keep a die-hard fanbase? In this talk, Kevin Brauner (CD Baby's VP of Marketing) will give tips on cutting through the noise with your music and avoiding common music marketing mistakes.	
12:30	HOW TO BUILD A SUSTAINABLE MUSIC CAREER AND COLLECT ALL REVENUE STREAMS <i>Speaker: Emily White - Partner, Collective Entertainment</i> Longtime artist manager Emily White brings her new book to life in a compact keynote touching on all tenets for musicians to build a sustainable and long-term career. Additionally, White will cover all revenue streams artists must be collecting on to ensure they are not missing a single area of monetization.	



The Project Manager has two main roles:

Research, Interview and Select Speakers
Develop Event Program / Schedule

Listed Responsibilities

Booking the venues needed for the event |
Implementing the ticketing system | Organizing the accreditation process for attendants | Contact and guide the speakers involved in the event |
Book transport and accommodations for speakers |
Set up and coordinate a team of volunteers from Berklee Valencia to help the day of the event |
Provide an implementation report and lessons learned once the conference is finished | Track the financials of the event



Speaker Selection



- **Research**
 - Area of expertise/ experience
 - Credibility in the industry
 - Location
 - “Big Picture”
- **Outreach**
 - Initial Contact
 - Follow Up
 - Skype Interviews
- **Selection**
 - Signed Agreement
 - Program Scheduling

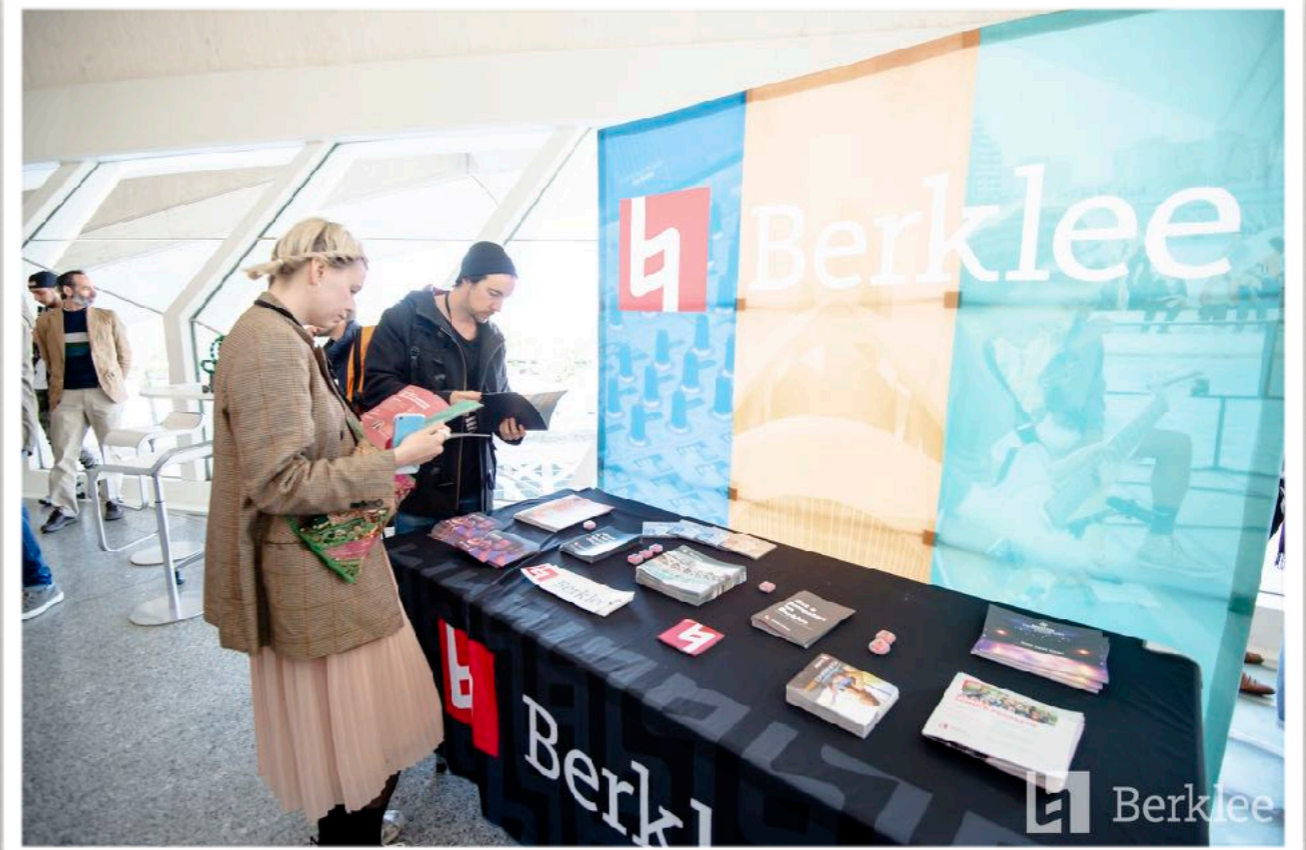
Developing the Schedule

Who Fits Where?

	Sala E (70)	A69 (38)	Library (75)	Spanish Room B63 (20) or Ensemble Room	B65 (20)	AKSS Recording Studio (20)	Tech Lab B05 (20)
50 Minutes	Branding for Musicians - Jeanny Ricci (Strawboscopes)	Facebook Ads Manager for Musicians - Andrea Marin (berklee)	Music Publishing: The Key to Getting All of the Money You Are Owed - Jon Bahr	RP 1a1: ¿Qué son las Relaciones Públicas y por qué las necesitas? - Kaytee Long (DIY Music PR)	Office Hours Berklee		
50 Minutes	How to Build a Sustainable Music Career and Collect All Revenue Streams - Emily White	How to get a slot in music festivals - Rebecca Halifax (The Great Escape festival)	The DIY Musician Podcast Live: How to build your list and make a profit by GIVING AWAY your music	Cómo preparar tu música para un lanzamiento exitoso - Erika Parr (CD Baby)	Office Hours Strawboscopic	Recording Workshop: Demystifying Microphones and Recording Techniques - Liz Teutsch and Ido Goldberg (Berklee)	
50 Minutes	Leverage Youtube to accelerate you career in the music industry - Cloudkid	Emotional Intelligence for Musicians - Rosana Corbacho (She Said So)	What Every Indie Artist Needs to Know About the Law - Joel Andrew	Como girar en Espana, la perspectiva d'un promotor espanol - Nacho Molto (Serious Fan Music)	Office Hours - CD Baby	Recording Workshop: Demystifying Microphones and Recording Techniques - Liz Teutsch and Ido Goldberg (Berklee)	Mr Bill? How I Made A Tune with deadmau5
1.5 hours							
50 Minutes	Breaking Into The Market - How to Decide When to Say Yes - Paul Pacifico	Music and Gaming, the new creation frontier for musicians - Cherie Hu	How to Prepare Your Music For a Successful Release - panel (CD Baby)	Como funcionan los derechos de autor y licencias de musica en la Union Europea - Tano Darios (Berklee)	Office Hours She Said So		Video Production Masterclass - Jon Forsyth (Berklee)
50 Minutes	How music licensing and copyrights work in the European Union - Tano Darias (Berklee)	How to Target Your Fans by Building a Campaign with Show.co Ads Builder - Jason Hobbs (The Found Group)	The Truth About Spotify Playlists - Chris Robley (CD Baby)	CD Baby Preguntas y Respuestas en español - Erika Parr, Cristina Cano (CD Baby)	Office Hours Cloudkid		Video Production Masterclass - Jon Forsyth (Berklee)
4 hours	Final Meet-Up						

Day of Show Responsibilities

1. Compiling Assets
2. Master of Ceremonies
3. Check-In Speakers
4. Set up/tear down
5. Volunteers/Helpers
6. Time Keeping/Conference Flow
7. Speaker Liaison



Saturday Programming



Sunday Programming



Outcome: Speaker Satisfaction



26 Total Speakers

Day 1

6 Keynote Presentations

1 panel

Day 2

17 sessions in English

6 sessions in Spanish

5 office hours sessions

28 total sessions day 2

35 total opportunities for attendees
to learn from music industry
professionals from around the world



Talent & Partnership Manager Role

Annelise Rivera Rivero

Talent & Partnership Manager Position

Expected Tasks



The Talent & Partnership Manager has two main roles:

Produce concerts and networking events

Coordinate the speakers and partners

Listed Responsibilities:

Get partners on board for decreasing the cost of the event | Identify the potential speakers for the conference | Implement a selection process for the speakers | Identify venues to organize the different concerts during the conference | Coordinate concerts and artists with the venues and the production team at Berklee Valencia | Take care of the logistic process of the concerts and ensure the process runs smoothly | Keep track of the financials regarding the concerts



Venue Selection

Distance, Stage/Production Capabilities, Cost, Availability



FRIDAY NIGHT – GASTRO 48 CLUB

Total Cost: 330 euros



SUNDAY NIGHT – MATISSE CLUB

Total Cost: 60 euros

Venue Rental Total Expenses:

750 euros



SATURDAY NIGHT – RADIO CITY

Total Cost: 360 euros

Artist Selection

- Music Curation
- Technical Riders
- Orders

Selection Criteria

Genre

Amount Of Performers Per Set

Quality Of Music

Aesthetic

16 performers for Saturday

7 for Sunday

The screenshot shows a Google Forms interface for an 'Open Mic form'. The form is titled 'European DIY Conference Open Mic form' and has 11 responses. The form content includes:

- A thank you message for interest in performing during the second edition of the European DIY Musician Conference, scheduled for Saturday, April 6th, 2019, from 9:00PM until Midnight. It states that selected artists will have the opportunity to play 2 songs each.
- Information that Berklee College of Music will be providing basic backline for the evening.
- A note that the number of entries will exceed the number of Open Mic slots, and that selected entrants will be contacted via email and need to respond within three days.
- A disclaimer that not getting a performance slot does not mean the music is not loved, as slots are limited and the production team aims to balance acts by genre.
- A submission deadline of March 15th, 2019, and a note that artists not contacted by March 25th have not been selected.
- Form fields for: 'Email address' (required), 'First and Last Name' (short answer), 'Email' (required), 'Ticket ID Number' (required), 'Link to your music' (long answer), 'Band or Artist Name' (required), 'How many people on stage would there be during this performance?' (required), 'What instruments will be played during this performance?' (required), 'How long would your two song set last?' (required), and 'What genre is your music?' (required).

Partnerships



DJ Para Todos

Day of Show Responsibilities

1. Customer Service/
Check In
2. Soundcheck
3. Showtime



Late Night Conference Showcases



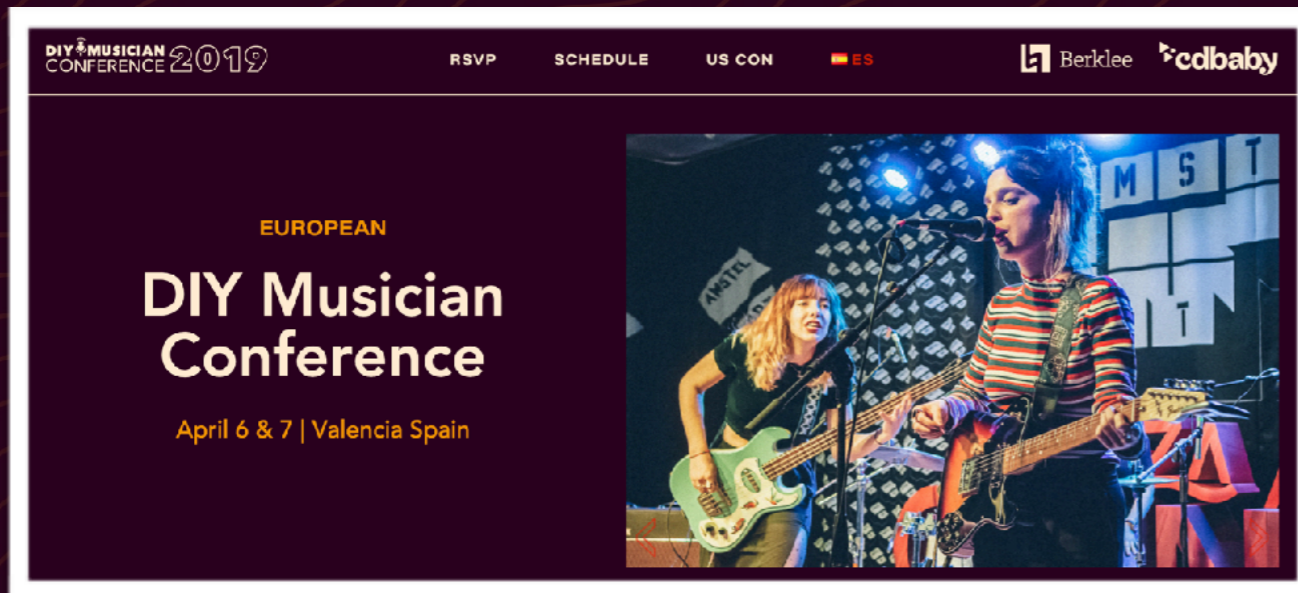


Marketing & Communications Manager Role

Stephanie Piedrahita

Marketing Manager Position

Expected Tasks



The Marketing & Communications Manager has three main roles:

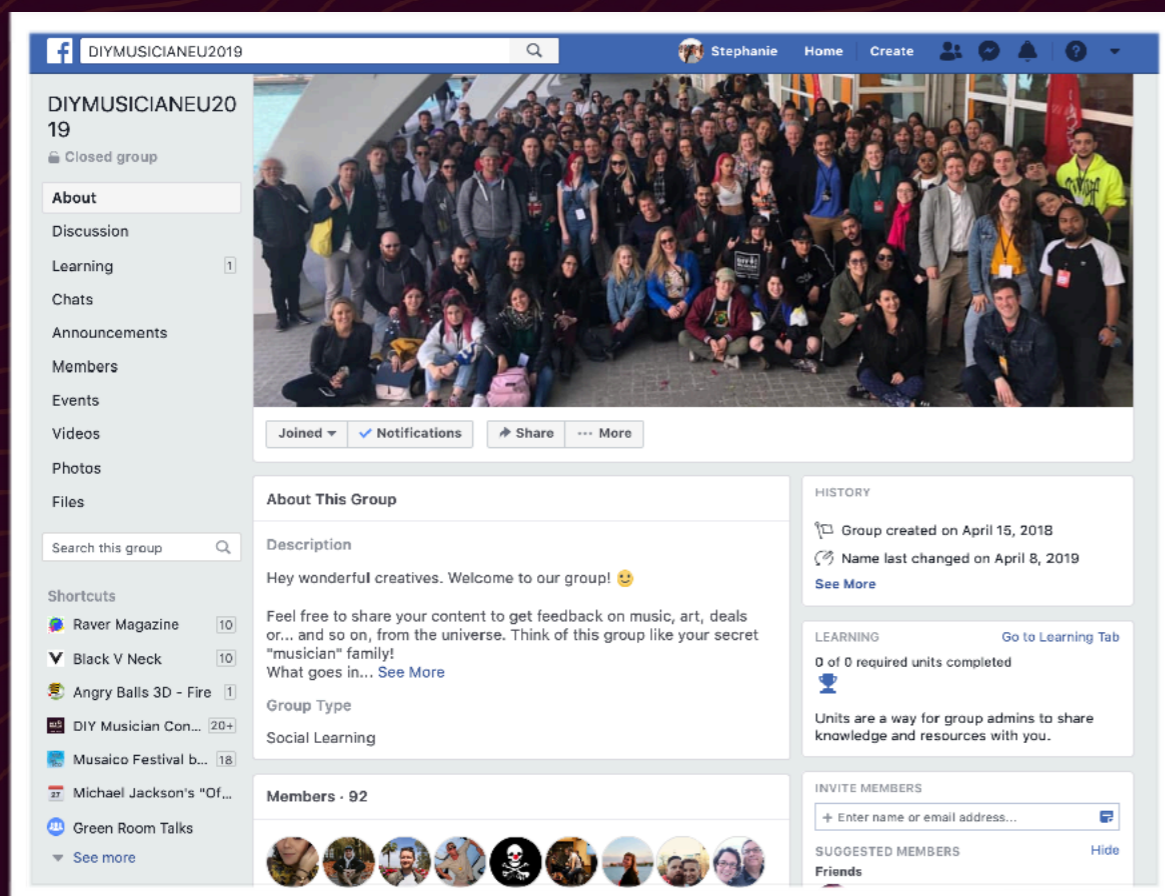
Produce content for event promotion

Communicate with attendees digitally

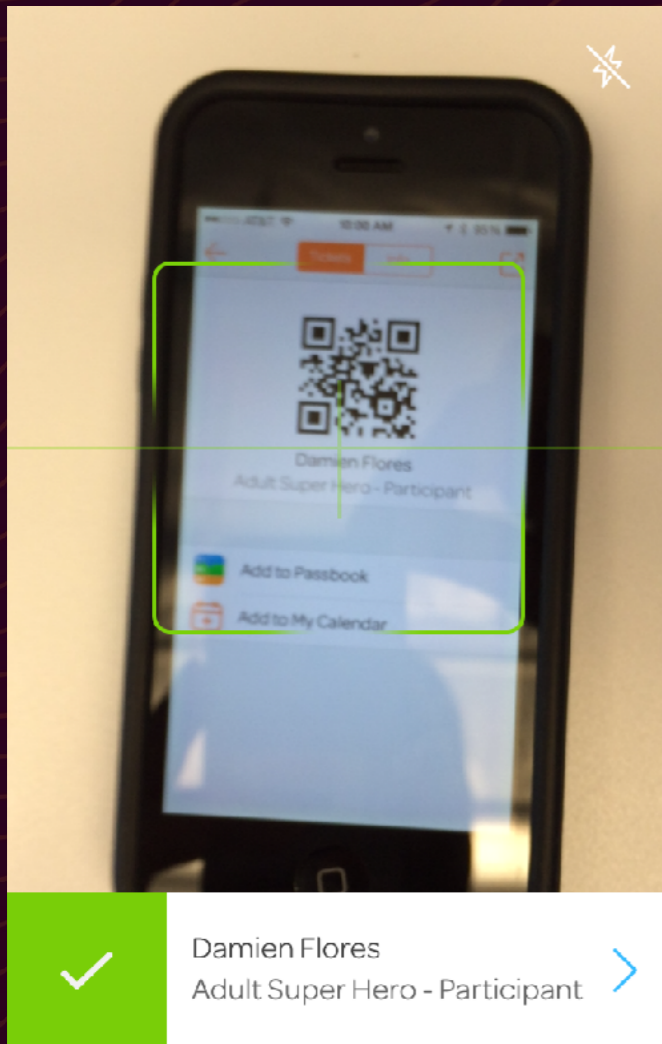
Drive ticket sales online

Listed Responsibilities:

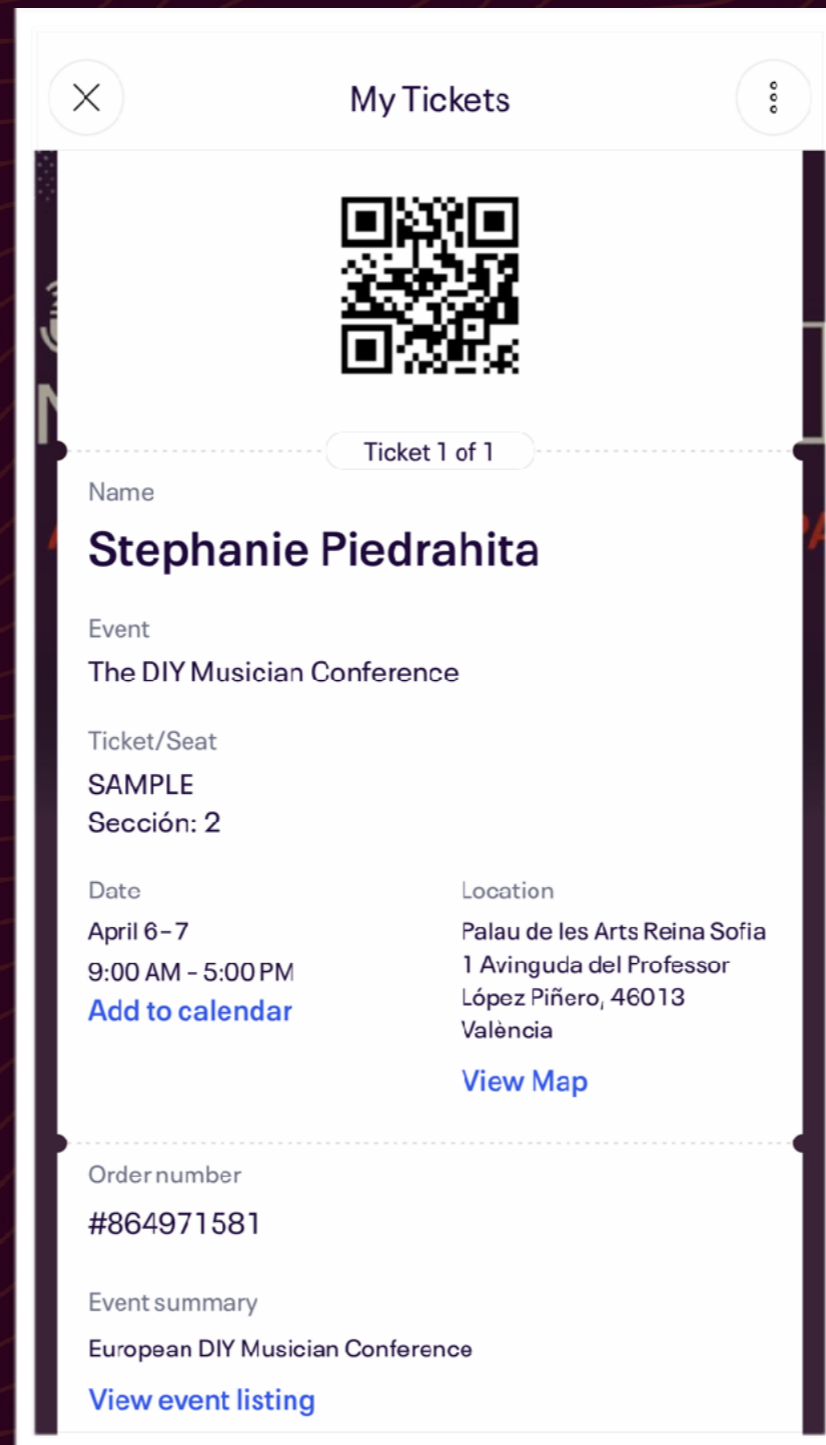
Produce creative communication materials (videos, website, brochures...) | Manage the website of the conference | Prepare the marketing campaign in relationship with CD Baby and Berklee teams | Manage the social media accounts of the conference (Twitter, Facebook, Instagram) | Plan the social media communication with Everyposts | Track the different actions in a GANTT chart | Evaluate the satisfaction of the attendees and the speakers | Get testimonials and produce marketing materials based on these testimonials | Produce a satisfaction report once the conference is finished | Create a community and maintain the contact with attendants of the conference



Ticket Sales



Digital Ticket Scanning

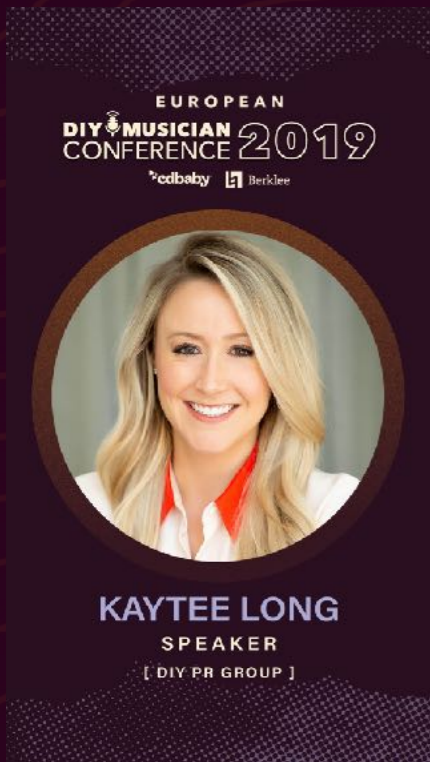


- **Platform:** Eventbrite
- **Pitching Online**
- **Refunds and Ticket Requests**



Digital Communication

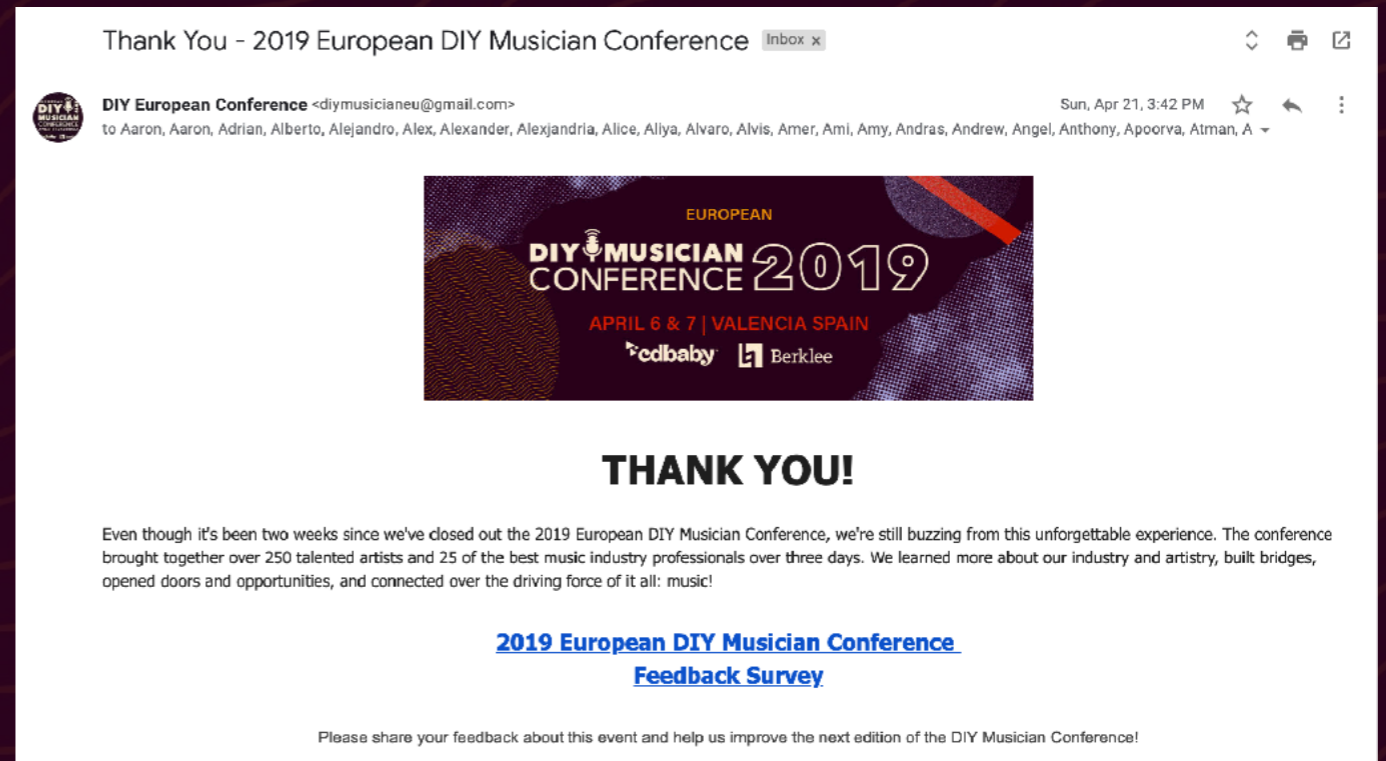
Instagram Stories



Facebook Event Page



Email Blasts



Speaker Badge



Attendee Badge



Staff Badge

Email
Social Media
Website
Graphic Design

Day of Show Responsibilities

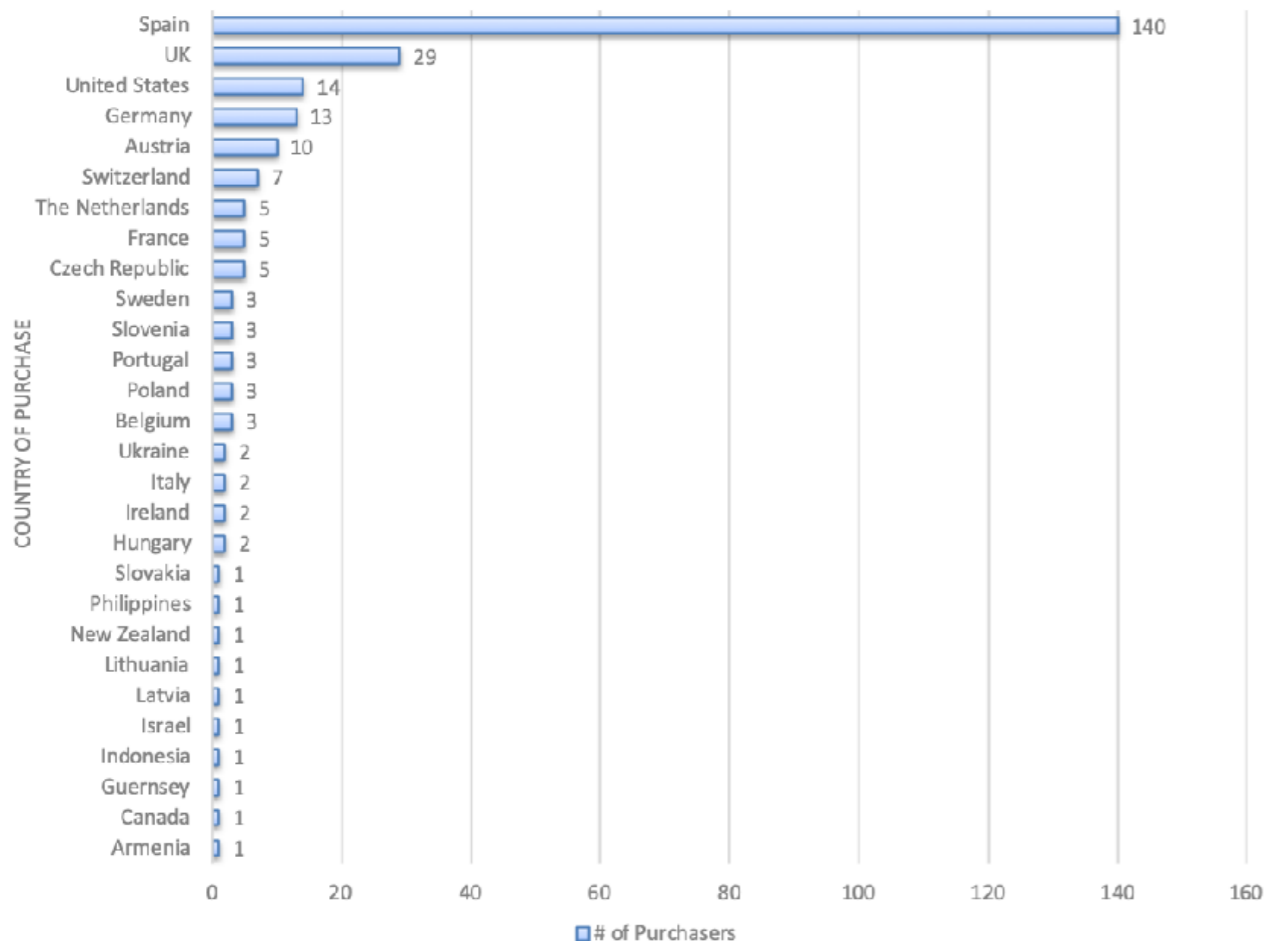
1. Social Media Updates
2. Email Communications
3. Information Table
4. Check-In Attendees
5. Content Creation (Photo & Video)
6. Customer Service
7. Collect Feedback



Outcome: Sold Out Event!

Ticket Tier	Ticket Price	Tix Sold	Total Revenue
Loyalty Early Bird	39,00 €	19/ 30	741,00 €
Early Bird	49,00 €	121 / 160	5929,00 €
General Admission	59,00 €	57/ 136	3363,00 €
Berklee Student Discount	10,00 €	30/ 30	300,00 €
Berklee Summit Make Up	10,00 €	2/ 2	20,00€
Berklee Student Discount 2	20,00 €	26/26	520,00 €
Door Sales Walk Up	69,00 €	6/10	414,00 €
Total Tickets Sold		261/394	11287,00 €

Country by Point of Purchase



Outcome: Data Collection

Top Countries:

Spain, UK, US, Germany and Austria

Demographics:

Men & Women, Ages 25-34

Event Reach (Organic):

3,300 Facebook Users

Top Post Impressions:

2,400 Impressions

Page Likes:

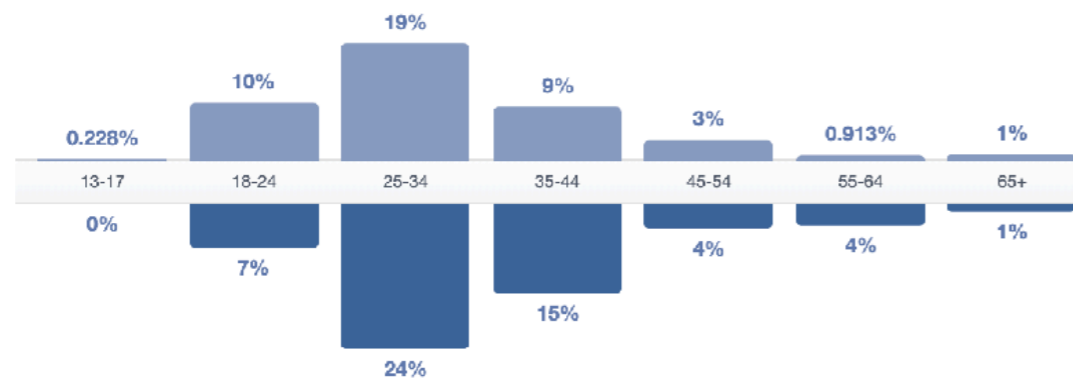
424 (70 New Page Likes)

Women

44%
Your Fans

Men

55%
Your Fans



Total Page Likes as of Today: 424



1
Events

+1 last 90 days



3.3K
People Reached

+895 last 90 days



254
Event Responses

+78 last 90 days



73
Ticket Clicks

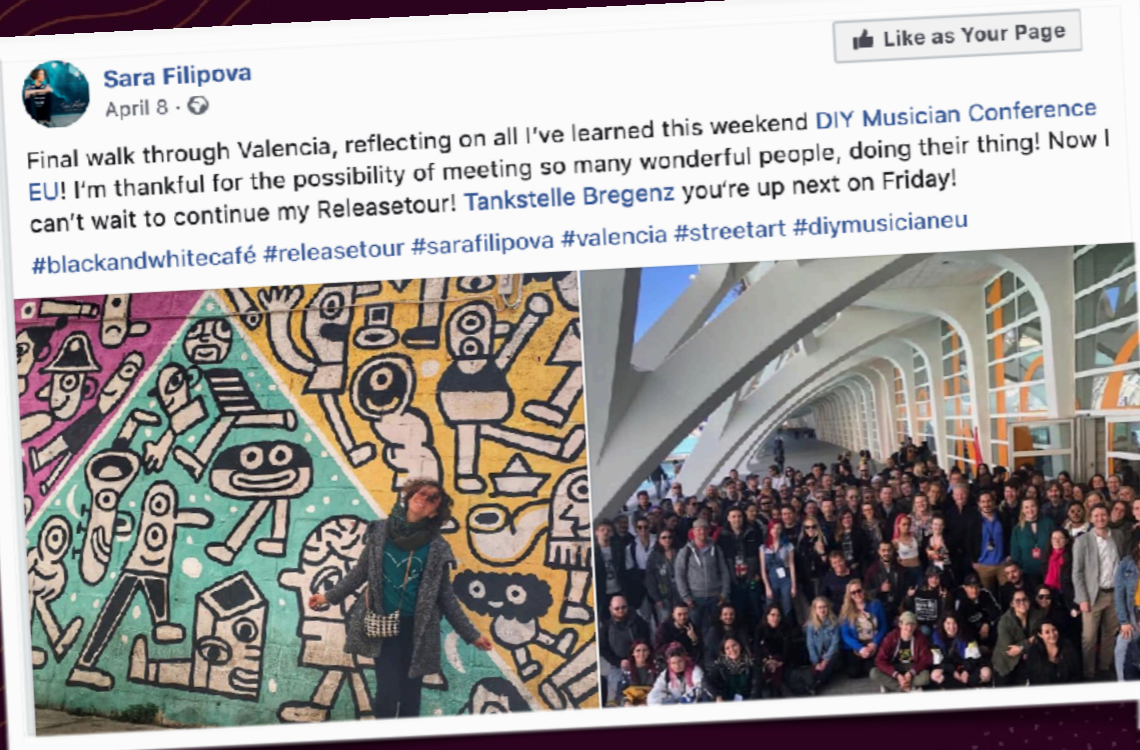
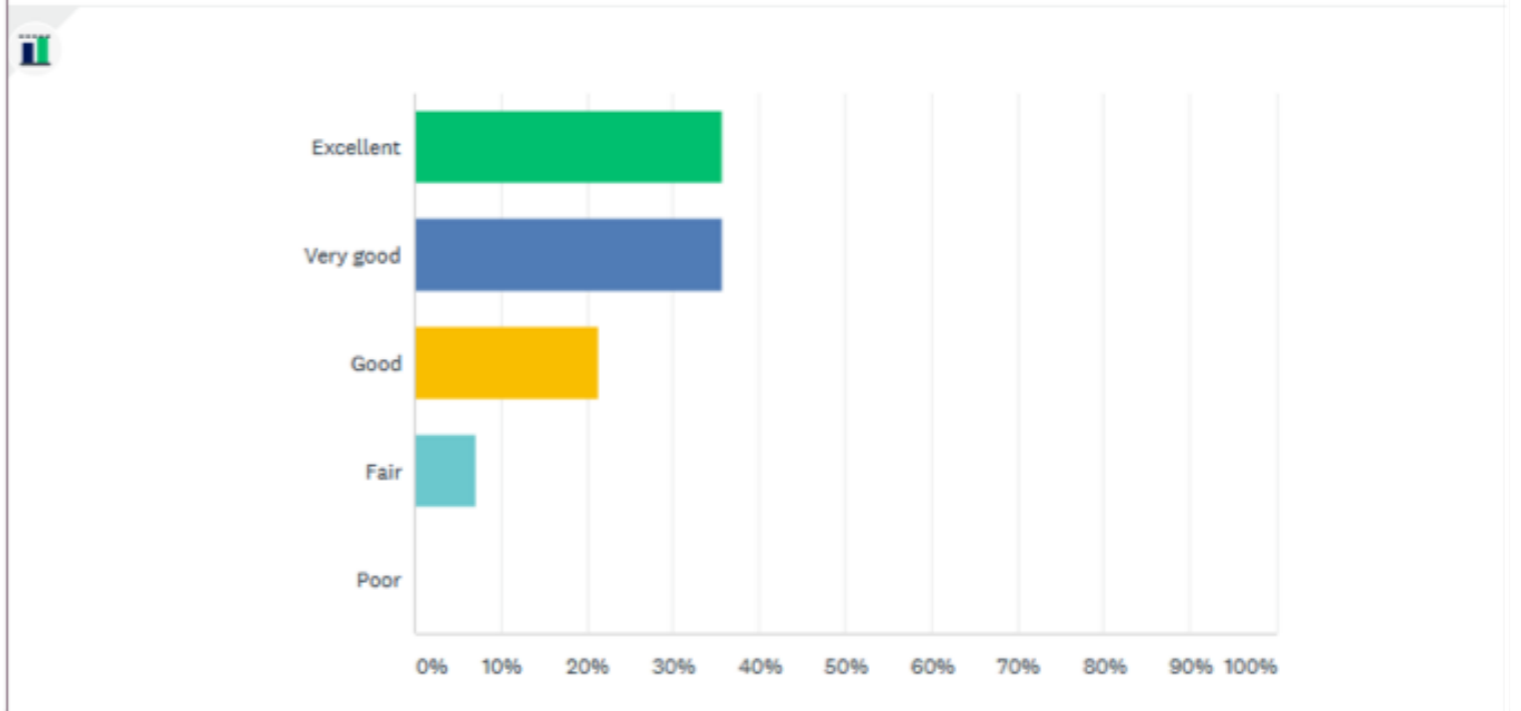
+28 last 90 days

Outcome: Continued Relations

- Facebook Group
- Online Testimonials
- Instant Feedback
- Survey
- High Return Rate

Overall, how would you rate the European DIY Conference 2019?

Answered: 14 Skipped: 0



Final Suggestions

1. Student Team Selection
2. Conference Length
3. Sponsorships
4. Volunteers & CD Baby Involvement





THANK YOU!