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Disrupción Records Culminating Experience

How to Manage Successful
Promotions & Events for a
Record Label

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DISRUPCIÓN RECORDS – PROMOTIONS&EVENTS MANAGER

Table of Contents

- I. Cover Page**
- II. Table of Contents**
- III. Project Summary**
- IV. Results**
- V. Process**
- VI. Process/Next Step**
- VII. Contribution to the discipline and profession**
- VIII. Impact on the student completing the work:**
- IX. References**

Project Summary:

Over the course of the 2018/2019 school year I served as the Promotions and Events Manager for Disrupción Records. Disrupción Records is an independent record label based in Valencia, Spain founded in 2014 as a result of a culminating experience project from previous Master's students at Berklee Valencia. As the Promotions and Events manager, I co-managed the Marketing department for Disrupción Records with the Marketing & PR Manager at Disrupción Records. As the Promotions and Events Manager for Disrupción Records I was responsible for producing and maintaining the social media accounts for Disrupción Records, creating and executing events in order to interact with Berklee students, staff, the community of Valencia, other countries, present the artists of Disrupción Records and their art to a more expansive audience, and directly produce materials and events to honor the fifth-year anniversary of Disrupción Records. These events included: Disrupción Records Open Mic Nights, Valentine's Day Sing A Gram Reception, Disrupción Records Showcase, and the Disrupción Records Five Year Anniversary Party. I collaborated with the A&R team of Disrupción Records in order to create, promote, and maintain the marketing and promotions needed to enhance the artistic careers of our signed artists.

I also represented Disrupción Records throughout the Berklee Valencia campus and around the world by seeking and maintaining professional opportunities for potential sponsorship and collaboration. I was able to represent Disrupción Records through tabling events at Disrupción Records sponsored Open Mic Nights, present an informational pitch to over 150 undergraduate students participating in the Berklee study abroad program for the undergraduate student organizations orientation, The BBC Live Music Introducing Conference in London,

England, The Disrupción Records Showcase, The Disrupción Records Five Year Anniversary Party, The Great Escape Conference in Brighton, England , The DIY CD Baby Conference in Valencia, Spain, The International Music Summit in Ibiza, Spain, and The Midem Conference in Cannes, France. Eight events were planned for the year and six of those events took place. Overall, the Promotions and Events department was successful in accomplishing a substantial number of the goals that were laid out in my original proposal.

Results:

Overall the Promotions & Events Department for Disrupción Records was incredibly successful. Each of the social media platforms that represent Disrupción Records were newly created or rebranded due to a lack of previously existing content in alignment with the newly developed Disrupción Records brand. A renaissance also took place within the structure of the label as a whole while led to the creation of four new imprints. This change in structure allowed for each department (from A&R, to Marketing, to Sync) to develop a greater sense of understanding and involvement according to the categorization of each artist. Because of this change in structure a more efficient work system was created. This shift in structure also helped the Disrupción Records staff to further understand their expectations for each of the artists varying across the imprints. Through this system, Disrupción Records was able to sign six acts from Berklee Valencia for distribution, marketing and two “third party” artists with management teams for an average licensing contract of one year.

Due to the licensing nature of Disrupción Records projects and artists branding, the number of releases is higher than double story the number of artists. This attributes to the success of the Disrupción Records team. This also reveals a challenge for the campaign development

manager due to the fact that several of the artist campaigns overlapped in release dates. After developing a new working label structure as well as allocating financial resources to each act we were able to release successful content. Combined, all campaigns had an approximate spending of \$300 (due to the reduced budget of the student project) which averages at approximately \$17 per campaign. The average exposure was between 80,000 and 120,000 fans on different social media platforms while the average of blog and radio features was 3 per project released. These efforts generated an average growth of 27% in monthly listeners on Spotify per artist. In addition, copious numbers of additional events and projects were organized by the label or the artists themselves with guidance and assistance from Disrupción.

Our most successful social media page was Instagram. Our page began with a total number of 394 followers, however after optimization, newly created and established marketing campaigns and implemented social media strategies we now have 524 followers. Out of the 6 events held by Disrupción Records 5 of the events were extremely successful. Across these 6 events there was a total of 65 attendees for our Open Mic nights, 100 guests in attendance to our Disrupción Records Showcase, and 75 guests in attendance of our Five-Year Anniversary Party. In relation to the our Disrupción Records Showcase we were especially successful in the execution of this event because we were able to create with LiveXMusic, and we were the first Berklee Valencia affiliated organization to host an event at a newly created Valencian venue.

Process:

When I first discovered Berklee Valencia's Global Entertainment & Music Business program I decided that I wanted to pursue the Record Practicum. This also led me to discover Disrupción Records. I immediately fell in love with the idea of having the unique opportunity of

being signed to this label as an artist. However, after being accepted to Berklee Valencia, beginning the rebranding process for myself as an artist and arriving to the Berklee Valencia campus, I was able to develop a greater appreciation for understanding the internal function and structure of an independent record label. Once the Disrupción Records CE job was presented and the application was released I wasn't quite sure which department I wanted to work in however I did know that I wanted and needed the experience of working in a record label. After carefully reading the brief descriptions of each of the job openings I realized that based upon my previous work experience that my greatest assets would be a greater fit for the Marketing Manager role. I originally believed that I would be the sole manager for this department. Once accepted I was made aware that this role would be in alignment with the newly developed structure for the record label. I am incredibly grateful that I was able to co-manage the Marketing department for the label with Nicole Otero because we were able to support each other and rely upon each other.

I expected for Berklee Valencia to be extremely financially supportive of Disrupción Records however this was not the case due to the limited budget available for marketing budgets and event budgets. I also expected the label managers to be fully prepared to freely support the Promotions and Events department with time and digital media releases however more often than not it was a very difficult process. Each of the departments focused on their projects rather than aiding other departments in mass. Because the label is indeed an independent, and incredibly low in staff, I assumed that the staff would be more understanding of the need for support. At most events held I was forced to outsource to my personally established relationships in order to set up the event, obtain participants, release information about the event, set up the event and break down the event. In addition, the other departments did not attend the events of the label. A greater sense of the unification of the label needs to be established in order to have more positive

interactions amongst the staff. I believe that this early realization of the autonomy in my department allowed me to manage my expectations for the last event of the year.

Next Step:

The next step for the Promotions and Events department of Disrupción Records is to invest time into greater financial support and financial investments in order to increase our access to financial resources in order to further explore the ideas that we were unable to allow to come to fruition due to restrictions in budget. This would also alleviate the stress for the Promotions and Events Manager during the reimbursement process for each of the events held. I also believe that greater responsibility should be placed upon Disrupción Records Events volunteers in order to ensure that they contribute to the execution of the label events. The next Promotions and Events Manager should also ensure that they establish a cross departmental event. This would also allow for Disrupción Records to benefit from the financial resources of other organizations without completely minimizing our financial resources. In the beginning of assignment, the new Promotions and Events Manager should establish a report with the Musaico team in order to develop opportunities for our newly signed artists to perform in a live music festival and perform in front of such a large audience.

Contribution to the discipline and profession:

This experience has enlightened me and completely altered my perspective of myself as a contributor to the music business. Before completing this project, I was unaware of the possibilities within the Marketing departments of record labels. I also became more aware of my passion for events, and marketing. This experience also encouraged me to take the Digital Marketing course, along with the record practicum course in order to develop skills to aid me in the execution of my Promotions and Events position. This has also aided me in understanding that my skillset would be useful for marketing departments at organizations which has influenced my job application process ; moreover, I have only applied to job placements in Marketing Departments or jobs that focus on the execution of marketing and or event planning related to music and entertainment focused organizations.

Impact on the student completing the work:

This experience has changed me in several ways. I am now able to have legitimate and applicable work experience with an independent record label. This has become extremely beneficial to my confidence, personal and professional. This job helped me to become confident while applying to jobs, and interacting with music business professionals as I traveled to music business conferences. This position helped my dream come to a reality in the sense that before I applied to Berklee Valencia I knew that I wanted to work for Disrupción Records, and that I've always wanted to work for a record label.

This experience has also shaped my perspective on independent labels in general and understanding their placement within the music business ecosystem. I do not believe that I would want to work for an underfunded independent record label because of the fact that restrictions of financial capital for the usage of the label makes it extremely difficult to execute projects across

the label with the greatest levels of external impact possible. This experience also showed me that I am capable of establishing more financially feasible alternatives while still being able to incur successful results. I also learned the importance of having a sense of unity in the purpose of the work of the label; moreover, I believe that it is greatly important for me to work for an organization in the future with a strong brand identity and a strong sense of affinity and belief in a mission statement. I am eternally grateful for my experience as the Promotions & Events Manager promotion; moreover, I believe that I am professionally, and personally encouraged and equipped with a skillset to confidently approach any challenged that I am faced with and still reign victorious regardless of adversity or limitations.

References

Records, Disrupción. 2019. "Disrupción Records (@Disrupcionrecords) • Instagram Photos And Videos". *Instagram.Com*. <https://www.instagram.com/disrupcionrecords/>.