

A vertical grey bar on the left side of the page. A black arrow points to the right from the bar, containing the date 6/15/2019.

6/15/2019

Disrupción Records Culminating Experience

**How to Create & Manage
Successful Promotions &
Events for a Record Label**

A series of thin, curved lines in shades of blue and grey that originate from the bottom left and curve upwards and to the right, creating a sense of movement and depth.

Alexandria Edwards

DISRUPCIÓN RECORDS – PROMOTIONS&EVENTS MANAGER

Alexjandria Edwards
June 15, 2019
Outcome Paper

Disrupción Records Culminating Experience: How to Create & Manage Successful Promotions & Events for a Record Label

Table of Contents

I.	Cover Page
II.	Table of Contents
III.	Project Summary
IV.	Project Summary
V.	Project Summary
VI.	Project Summary
VII.	Project Summary
VIII.	Project Summary
IX.	Project Summary
X.	Project Objectives
XI.	Project Objectives
XII.	Resources
XIII.	Resources
XIV.	Tasks
XV.	Tasks
XVI.	Tasks
XVII.	GANTT Chart
XVIII.	GANTT Chart
XIX.	GANTT Chart
XX.	Risks / Project Outcomes
XXI.	Project Outcomes
XXII.	Project Outcomes/ Conclusion
XXIII.	References

Project Summary:

Over the course of the 2018/2019 school year I served as the Promotions and Events Manager for Disrupción Records (see figure 1). 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 (figure 2), 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 (see figure 3), Valentine's Day Sing A Gram Reception (see figure 4), Disrupción Records Showcase (see figure 5), and the Disrupción Records Five Year Anniversary Party(see figure 6). 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 (see figure 7).

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

Alexjandria Edwards

June 15, 2019

Outcome Paper

student organizations orientation (see figure 8), The BBC Live Music Introducing Conference in London, England (see figure 9) , 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 (see figure 10), and The Midem Conference in Cannes, France (see figure 11). 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.



disrupcionrecords

Berklee Valencia



24 likes

disrupcionrecords INTRODUCING ONE OF OUR NEW MARKETING MANAGERS @vivalamusiq !!! "As a vocalist and performer, music is my oldest friend. Being raised near one of the world's epicenter of music and culture, Motown, I have been exposed to a plethora of musical genres and world renown artists. I hope to contribute to the global music industry through cultural diplomacy and intellectual property management as a means to protect, and encourage the creation of art."

Figure 1. Disrupción Records Newly Introduced Marketing Manager Post. November 22, 2018.

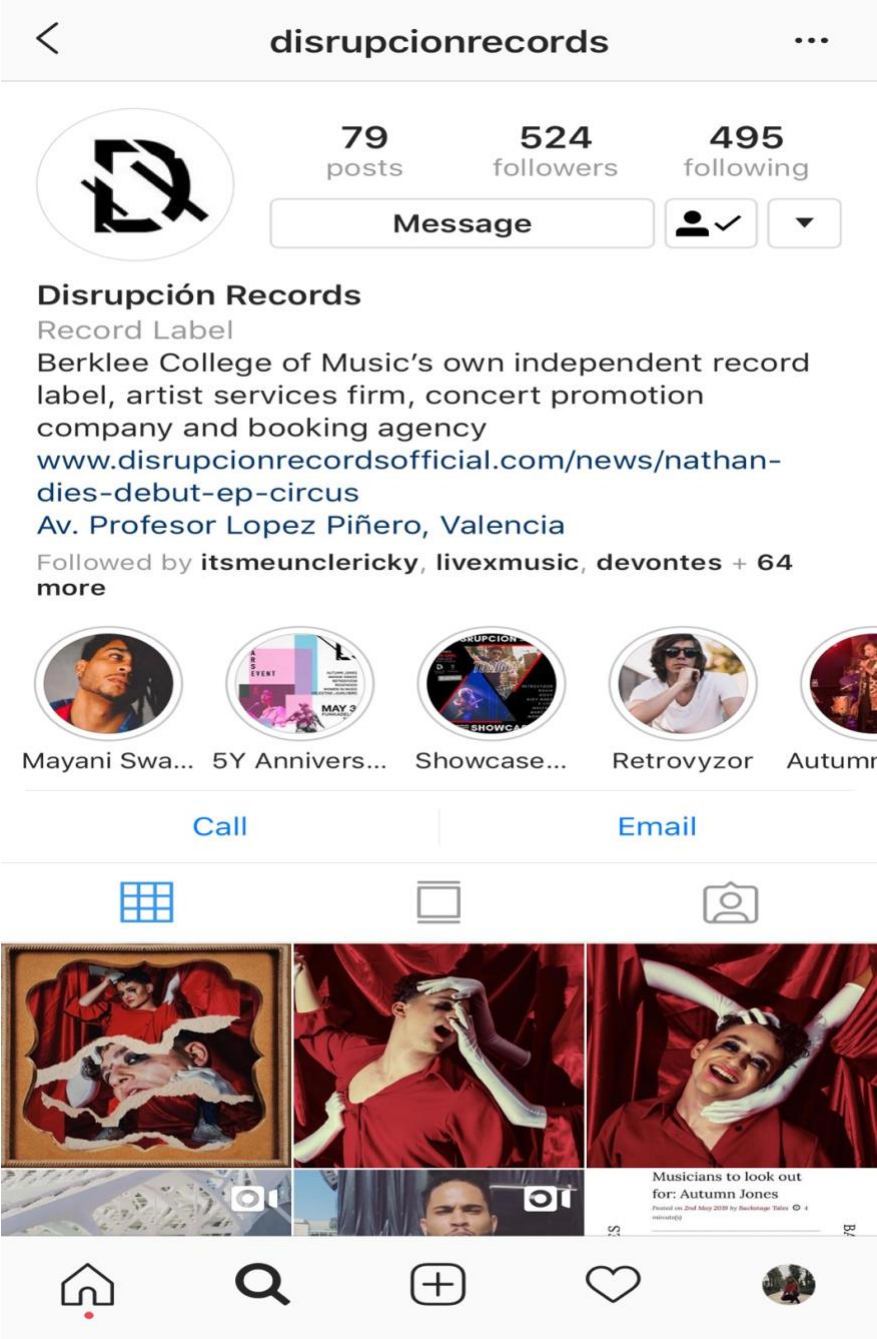


Figure 2. Disrupción Records Instagram Page. June 12, 2019.



Figure 3. Disrupción Records Open Mic Night. January 13, 2019.

SALE SALE SALE

SALE SALE SALE

SUPER SALE!

Disrupción Records
Valentine's Day Sale

FEBRUARY 1st, 4th-8th, 12th-13th
Berklee Main Lobby

*Roses - 3€ each
Sing - A- Gram - 2€ each
Candy Bag - 2€ each
Personalized Playlist - 1€ each

*Rose comes with one Sing- A- Gram to be sung to 1 person. All roses will be delivered at the Valentines Day Reception on 2/14/19 unless notified at least 48 hours in advance that an alternative pick up is requested. Email : aedwards2@berklee.edu with any questions.

Figure 4. Disrupción Records Open Mic Night. January 13, 2019.



Figure 5. Disrupción Records Showcase. April 12, 2019.



Figure 6. Disrupción Records Five Year Anniversary Party. May 3, 2019.



Figure 7. Disrupción Records Instagram Promotion of Retrovyzor. February 18, 2019.



Figure 8. Disrupción Records Presentation to Berklee Undergraduates. January 15, 2019.



Figure 9. Networking at BBC Live Music Introducing Conference. November 1, 2018.



Figure 10. Disrupción Records Showcase with LiveXMUSIC. April 12, 2019.

Project Objectives:

The objectives for my role as Promotions and Events Manager were to increase the Disrupción Records Instagram page number of followers by ten percent by June 1st, create engaging and carefully crafted visual content to increase the average number of likes to 30 likes per post by June 1st, developing and hosting open mic events to provide the A&R department of Disrupción Records with access to local talent from the community of Valencia and Berklee Valencia while also providing the locally based artists signed to Disrupción Records with the ability to be presented to the local community with opportunities for the development of additional performance opportunities, collaborations, and sponsorship, submit grant applications on behalf of Disrupción Records in order to receive at least \$500 euros of funding to be used for the planning of events including materials and paid promotion for our events, to host the five-year anniversary party for Disrupción Records while highlighting at least 4 Disrupción Records

artists with a total attendance of at least 100 guests including at least one alumni from Disrupción Records original staff present.

My personal objectives for my role as Promotions and Events Manager for Disrupción Records were to develop sustainable time management by establishing a routine in attendance of weekly meetings, maintaining the social media pages of Disrupción Records, flying and executing the talent showcase events in collaboration with the A&R department of Disrupción Records, recruiting volunteers, and seeking additional branding opportunities on behalf of Disrupción Records, to learn transferable social media management, marketing and branding skills by regularly conducting all social media operations on behalf of Disrupción Records while also establishing a visible and tangible social media profile to aid me in the process of applying to marketing and social media management jobs in the future and to learn the importance of working with a team that has both concrete and fluid responsibilities dependent on specific events and circumstances and to establish the confidence and real world work experience needed in order to positively contribute to a working record label.

Resources:

Initially I anticipated that I would merely need financial support of \$1000 in order to execute a successful Fifth Year Anniversary Event for Disrupción Records, purchase a Disrupción Records domain for professional email usage for the label, marketing operations for the Disrupción Records artists, the production of merchandise that will be sold at the Disrupción Records 5th Year Anniversary Event, and for potential sponsorship to attend industry related conferences or events that require travel for the Disrupción Records team.

Over the course of the last year the resources that I initially requested and anticipated heavily

differed from the resources that I needed in order to complete the tasks associated with my position as Promotions and Events Manager. The largest resource that I used in order to complete my role as Promotions and Events Manager was financial support.

The first two events held were the Disrupción Records Open Mic Nights. The first portion of this event required financial support to purchase a table cloth to add a professional aesthetic to our information table, which was used to create greater awareness of Disrupción Records amongst the undergraduate student population, candy to serve as incentives for students to sign up for our email list, promotional event flyers were created through a free Canva subscription and were printed on the Berklee Valencia campus to minimize costs. These flyers were posted on the Berklee Valencia campus community Facebook pages in order to create awareness for the event since the Open Mic night was announced during the Winter break. Musical backline equipment was used in order to properly produce the live sound for the event including cables, speakers, microphones, and monitors. The second largest resource that I used in order to complete my role as Promotions and Events Manager was live music production equipment. Musical instruments were provided by the musicians that performed during the Open Mic Night, which included: electric guitars, acoustic guitars, bass, keyboard, midi keyboard, and harmonica.

The resources that I needed more of were additional staff support, additional financial support and established partnerships with local Valencian organizations. Additional staff support would help to spread the influence of Disrupción Records throughout the city of Valencia, and the rest of the world. If greater staff support were provided, I would be able to manage the event order of show, while an additional staff member could manage the

information table, and an additional staff member could document the event through the collection of photos and videos. Due to limitations in this resource I took the responsibility of taking charge of all of these aspects. Additional financial support was needed in order to create greater opportunities for branding. The idea of commemorative staff t shirts was developed however due to a lack of financial support we were unable to carry out this project. An increase in financial resources would have provided us with the opportunity to provide our artists with individualized photo shoots in order increase their artist branding and further develop each our social media page Additional financial resources would have also aided our ability to submit each of our artists profiles for blog placement. Overall the lack of financial resources encouraged me to discover more economically feasible alternatives in order to be mindful of the constraints of the budget. I also found it rewarding to execute successful events considering the lack of financial resources provided.

Tasks:

Prior to executing the project, I anticipated maintaining frequent, and consistent communication with the entire Disrupción Records team, and sponsor, Pete Dyson, regularly updating my Google Calendar and personal planner in order to maintain organization and timeliness while reminding myself of the tasks that I must complete for the week, month, updating and maintaining the social media accounts of Disrupción Records by purposefully and intentionally selecting content that will positively reflect Disrupción Records, and engaging with our audience and followers, selecting volunteers to ensure that I properly delegate the tasks needed to be completed in order to execute and secure a successful and professional events,

maintaining a frequent and professional channel of communication with the Office of Student Affairs and the Office of Diversity, Equity, and Inclusion in order to ensure that we seek out all sponsorship and collaboration opportunities for the label and for our artists, attending all meetings required for Disrupción Records, creating solutions and respectfully worded suggestions to my fellow Disrupción Records employees, respecting the varying opinions of my label mates at Disrupción Records, and maintaining open and honest channels of communication with my label mates at Disrupción Records.

Originally, I assigned myself the diurnal task of maintaining a regular social media schedule. The schedule was as follows: On Mondays I was scheduled to post on the Disrupción Records Instagram page with a photo and or video focusing on a piece of motivational music, or a motivational lyric or quote from an artist, group or music business professional. I will interact with the Disrupción Records followers via an Instagram story and by responding to followers' requests, etc. On Tuesdays I was scheduled to post on the Disrupción Records Instagram page with a photo and or video focusing on a piece of the "top 5 songs" that our Marketing Team has selected across a variety of genres. I will interact with the Disrupción Records followers via an Instagram story and by responding to followers' requests, etc. On Wednesdays I was scheduled to post on the Disrupción Records Instagram page with a photo and or video focusing on a woman or group of women that have made major contributions to the music industry. I will interact with the Disrupción Records followers via an Instagram story and by responding to followers' requests, etc. On Thursdays I was scheduled to post on the Disrupción Records Instagram page with a photo and or video focusing on a piece of art or an artist/ music business professional from the past. I will interact with the Disrupción Records followers via an Instagram story and by responding to followers' requests, etc. On Fridays I was scheduled to post on the

Disrupción Records Instagram page with a photo and or video focusing on new music released through major distribution platforms across a variety of genres. I will interact with the Disrupción Records followers via an Instagram story and by responding to followers' requests, etc. On Saturdays I was scheduled to post on the Disrupción Records Instagram page with a photo and or video focusing on a piece of information highlighted in the Disrupción Records Blog. I will interact with the Disrupción Records followers via an Instagram story and by responding to followers' requests, etc.

Additional tasks included completing funding proposal applications on behalf of Disrupción Records, managing the talent showcase and managing the Five-Year Anniversary Party. In association with the completion of funding proposal applications I anticipated completing and submitting all of the documents required in order to obtain financial support from cultural grants, and event grants via the Berklee Student Affairs department, while also seeking additional funding opportunities from outside sources. In relation to the Disrupción Records Showcase Full planning, flyering and coordination for planning associated with the Disrupción Showcase, recruitment of volunteers and the required events on the day of the showcases. Additional requirements included outsourcing with Call & Play, a local Valencian instrumental rental company which provided the backline for the event. I also outsourced for a drum set since the free drum set provided by Berklee Valencia was unavailable. The final event for the year, The Five-Year Anniversary Party tasks included: Full planning, flyering and coordination for planning associated with the 5th year anniversary event, recruitment of volunteers and the required events on the day of the event.

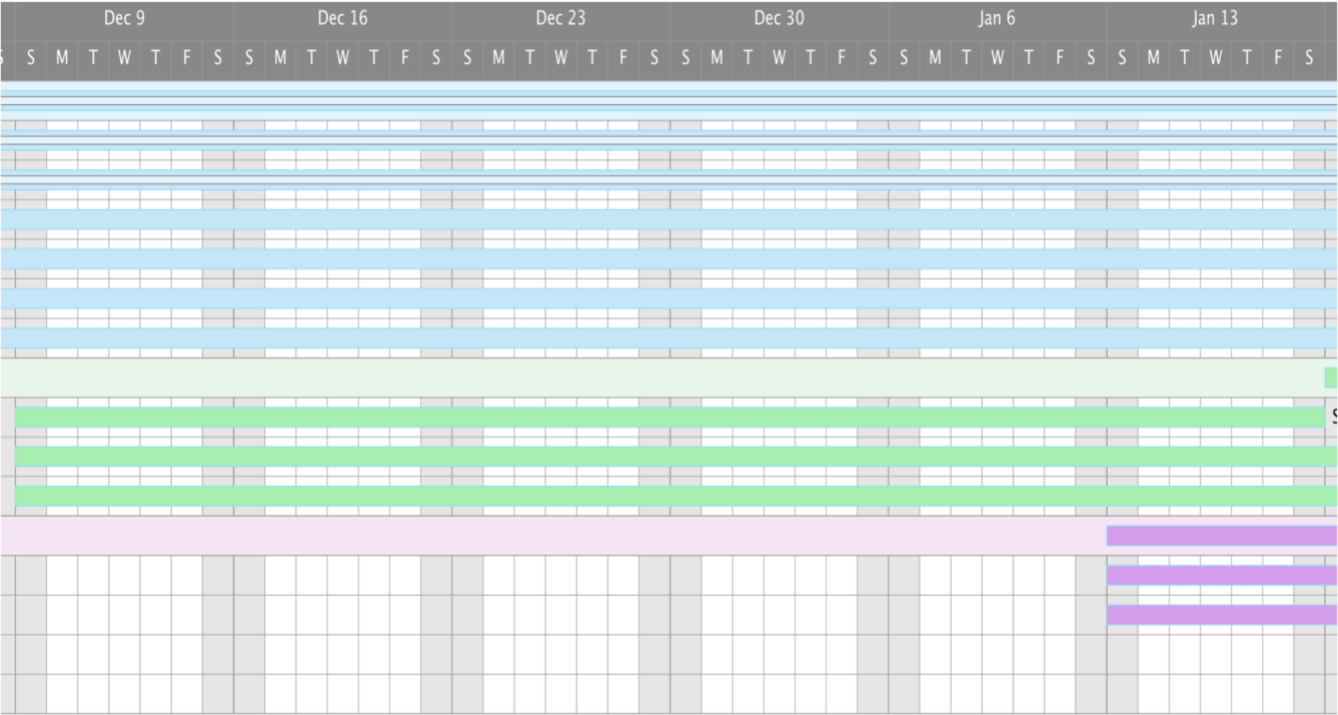
GANNT Chart:

Simple Project with Gantt Timeline

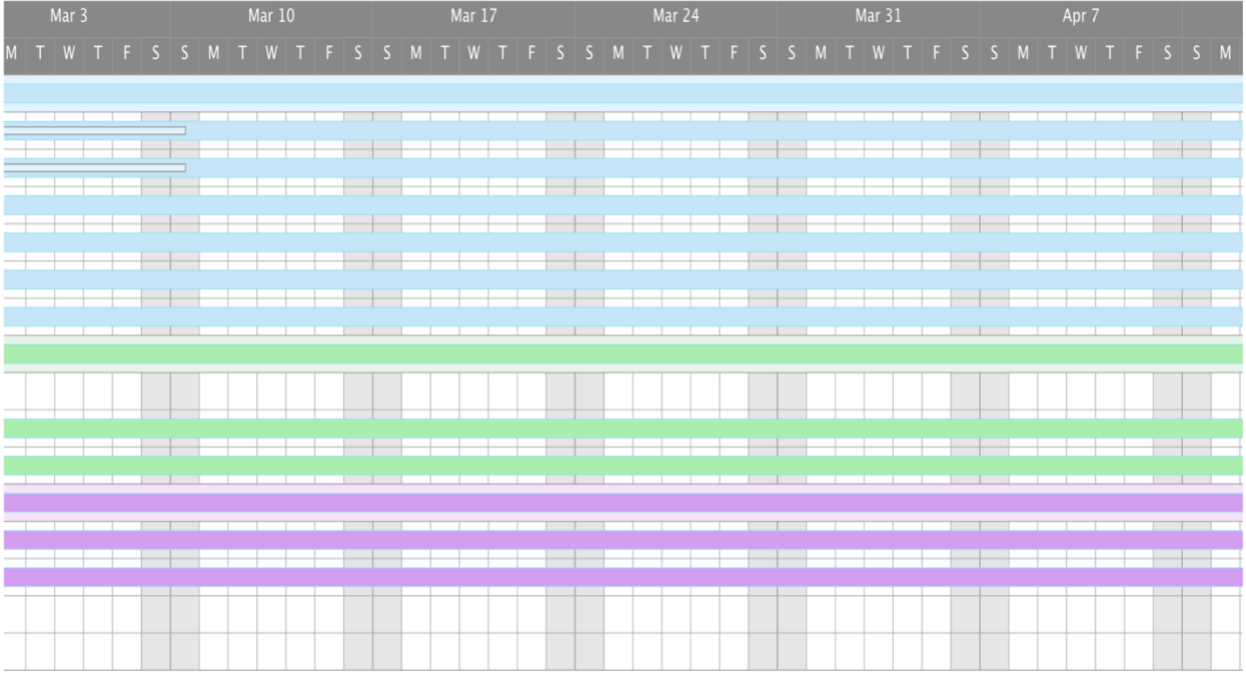


Task Name	Nov 11					Nov 18					Nov 25					Dec 2												
	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1 Section 1 - Social Media Management	[Gantt bar spanning all days]																											
2 Sub-task 1 - Monday IG Post 15 minutes	[Gantt bar on Nov 11]																											
3 Sub-task 2 - Tuesday IG Post 15 minutes	[Gantt bar on Nov 12]																											
4 Sub-task 3 - Wednesday IG Post 15 minutes	[Gantt bar on Nov 13]																											
5 Sub-task 4 - Thursday IG Post 15 minutes	[Gantt bar on Nov 14]																											
6 Sub-task 5 - Friday IG Post 15 minutes	[Gantt bar on Nov 15]																											
7 Sub-task 6 - Saturday IG Post 15 minutes	[Gantt bar on Nov 16]																											
8 Section 2 - A&R Talent Showcase	[Gantt bar spanning all days]																											
9 Sub-task 1 - Recruiting Volunteers	[Gantt bar on Nov 18]																											
10 Sub-task 2 - Flyering / Preparation	[Gantt bar on Nov 19]																											
11 Sub-task 3 - Day of Event Needs	[Gantt bar on Nov 20]																											
12 Section 3 - 5th Year Anniversary Event	[Gantt bar spanning all days]																											
13 Sub-task 1 Flyering / Preparation	[Gantt bar on Nov 25]																											
14 Sub-task 2 Day of Event Needs	[Gantt bar on Nov 26]																											
15																												
16																												

Alexjandria Edwards
June 15, 2019
Outcome Paper



sub-task 1 - Recruiting Volunteers



Risks:

Overall there were few risks associated with the initial planning of promotions strategies and events, and the execution of these aforementioned events. Risks of low event attendance encouraged me to reassess my marketing strategies, and provide adjustments to the dates and times that events were held in order to increase attendance. An additional risk incurred was the missing of key instruments (drums, bass) due to an unexpected lack of availability for a drum set and bass amp during our Disrupción Showcase. An additional risk incurred derived from a lack of availability for students to engineer our Five-Year Anniversary Party. In relation to this risk a lack of technically savvy student engineers created difficulties for the Open Mic Nights, Disrupción Showcase, and Disrupción Five Year Anniversary Party this caused me to outsource to MPTI students, whom set up musical equipment and stage equipment.

Project Outcomes:

Although the management team set initial goals for the team as a collective and each position generated a different set of targets that they would achieve during the year, the actual results show the commitment and focus of the team as well as the individual motivation of the Marketing & PR manager who wore more than just that hat during the academic year. All digital platforms were created or rescued from scratch since there was no useful content for the future direction that management had for the label. Also, a whole new structure was developed by both the Marketing Manager and the Label Manager who created four different imprints dedicated to different types of projects. This was a strategic move to allow for each department (from A&R,

to Marketing, to Sync) to understand their level of involvement according to the categorization of every artists. For example, if an artist was signed to Disrupción, they would get all the benefits from the A&R and Marketing team, but if they were signed to EVLVE (artist development division), they would have gotten way more assistance from the A&R department. This not only allowed the label to create a more efficient work system but it also helped with the management of expectations from one act to another since the imprints would represent different benefits for the artists. Using this system, the label signed 6 Berklee acts for distribution and marketing and 2 “third party” artists with management teams for an average licensing contract of about a year.

Because the label licenses projects and artists brands, the number of releases is higher than double the number of artists which is an incredible success story for Disrupción but it also represented a challenge for the manager in charge of creating the campaigns since many of them overlapped. After creating an efficient system and allocating resources to each act, everything came together, however, every release campaign remained extremely personal and artist-orientated. 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.

Example of these are Venezuelan artist RETROVYZOR’s international tour in which the label had a hand approaching different vendors and finding sponsorships, and Dominican artist

Mayani Swave who was brought to Spain to perform at MUSAICO festival for over 7,000 people who then converted towards active fans and helped grow his socials and plays. The most successful artist released through the label so far is Dominican artist SNENiE who not only debuted as #1 in the Apple charts in Dominican Republic with her second single “Papel”, released through Disrupción, but she was also picked up by a UMPG mentorship program at MIDEM and has had multiple sync offers thanks to the combined efforts of her management and the label.

Conclusion:

After completing my role as the Promotions and Events Manager for Disrupción Records I can say confidently that I acquired critical real-life experience for working in a record label, more specifically as a contributing member of the music business world, and even more specifically for an internationally based independent record label. This experience provided me with a wider perspective of my strengths and weakness as a music business professional, both pre-existing and newly developed awareness. I am very pleased with the outcomes of the events that I planned and executed this year. The lack of resources provided initially seemed to be a hindrance however after conducting a year of events and promotions on behalf of Disrupción Records I am grateful for the experience because now I am more well-versed in developing and executing projects and events while optimizing budgets, and discovering more cost-efficient alternatives.

Through my experiences as the Promotions and Events Manager for Disrupción Records I have been able to directly apply concepts from my Global Entertainment & Music Business courses. For example concepts from my Music Business Finance course I have been able to

Alexjandria Edwards

June 15, 2019

Outcome Paper

create a budget for my events and planned marketing promotions which greater intention, my Contract Management course provided me with awareness on clauses that were more beneficial for artists and labels which encourage a necessity for paying close attention to the guidelines of rental equipment contracts, and more recently my Digital Marketing Strategy course which has influenced the ways that I approach the social media management of our signed artists. Based upon my experience as the Promotions and Events Manager for Disrupción Records I believe that I am more properly equipped with a transferable skillset to succeed within a record label ; moreover, Prior to pursuing this CE project I was unaware of my selected path within the music industry and after completing this project I believe that Marketing is an area that I intend to use as the foundation for my newly developing career within the music business.

References

- Edwards, Alexjandria. 2019. "Alexjandria Edwards On LinkedIn: "Throwback To The Disrupción Records 5 Year Anniversary Party Here In Valencia, Spain. #Disrupción #Records #Party #Valencia #Anniversary #Musicindustry #Musicbiz #Events"". *Linkedin.Com*.
<https://www.linkedin.com/feed/update/urn:li:activity:6534756881230028800>.
- Edwards, Alexjandria. 2019. "Alexjandria Edwards On LinkedIn: "Today I Had The Pleasure Of Speaking To Over 70 Undergraduate Study Abroad And First Year Abroad Berklee Valencia Students On Behalf Of Disrupción Records 🎵 #Music #Recordlabel #Berkleevalencia #Berklee #Education #Musicindustry #Musicbusiness #Spain #Global #Entertainment #Programming"". *Linkedin.Com*.
<https://www.linkedin.com/feed/update/urn:li:activity:6492173949772800000>.
- Edwards, Alexjandria. 2019. "Alexjandria Edwards On LinkedIn: "I Had The Pleasure Of Hosting My Very First Open Mic Night As The Events & Promotions Manager For Disrupción Records Here In Valencia, Spain Last Night. We Had Over 14 Student Artists From Around The World To Perform. Thankful For The Support Of The Berklee Valencia Student Ambassadors Program. More Events To Come ! 🎵 #Musicbusiness #Musicindustry #Disrupciónrecords #Recordlabel #Music #Entertainment #Programming"". *Linkedin.Com*.
<https://www.linkedin.com/feed/update/urn:li:activity:6490642021378772992>.
- Edwards, Alexjandria. 2019. "Alexjandria Edwards On LinkedIn: "Having A Wonderful Time Here In London While Representing Disrupción Records Here At The BBC Music Introducing Conference. #Bbcmusic #Bbcmusicintroducing #Musicbusiness #Musicindustry"". *Linkedin.Com*.
<https://www.linkedin.com/feed/update/urn:li:activity:6466965717676752896>.
- Records, Disrupción. 2019. "Disrupción Records (@Disrupcionrecords) • Instagram Photos And Videos". *Instagram.Com*. <https://www.instagram.com/disrupcionrecords/>.
- Records, Disrupción. 2019. "Disrupción Records On Instagram: "Check Out @Retrovzorz Music 🎵🎵🎵🎵🎵🎵 Link In Bio! ••••• #Disrupcionrecords #Retrovzorz #Indielabel #Newartist #Newtalent #Venezuela..."". *Instagram*.
https://www.instagram.com/p/BuBp9uHh3gT/?utm_source=ig_web_copy_link.
- Records, Disrupción. 2019. "Disrupción Records On Instagram: "INTRODUCING ONE OF OUR NEW MARKETING MANAGERS @Vivalamusiq !!! "As A Vocalist And

Alexjandria Edwards

June 15, 2019

Outcome Paper

Performer, Music Is My Oldest Friend. Being Raised Near...". *Instagram*.
https://www.instagram.com/p/BqhwHukh_h5/?utm_source=ig_web_copy_link.