



# **AE WEST** **- CALGARY -**

DELIVERED  
ANNUALLY

**November -  
December**

 **CMI** CANADA'S MUSIC  
INCUBATOR



National  
Music  
Centre

Centre  
National  
de Musique







## WHAT'S AE WEST?

AE West is an condensed version of CMI's cornerstone *Artist Entrepreneur* program serving Western and Northern-based artists, offered in partnership with The National Music Centre at Studio Bell in Calgary.

Artists of all genres expand their music business & entrepreneurial knowledge, push their creative skills & develop the tools and confidence needed to run their businesses.

## WHEN DO WE OFFER AE WEST?

AE West is delivered once annually in Calgary for five weeks .

CMI will adhere to public health guidelines and can pivot to virtual if needed. Virtual deliveries run during the same months from 12 - 3pm EST on Zoom.

## SESSION SIZE

We limit our sessions to a maximum of 12 artists in order to ensure all artists receive as much one-on-one time and customized mentorship as possible.

## WHAT'S "ONGOING MENTORSHIP"?

We understand sustainable careers and businesses are not built in five weeks. All artists who complete AE are eligible for ongoing mentorship post-program for FREE.



# HELPING ARTISTS BUILD SUSTAINABLE BUSINESSES AND CAREERS

## WHAT DOES THE PROGRAM COVER?

AE West touches on all aspects of the industry from revenue streams to team building, executing new releases to booking better gigs. We speak to topics at your level and tie everything back to your business.

Below offers a glance at the of content covered in AE West



## BUILDING YOUR BUSINESS

- Business structures & registration
- Revenue streams
- Business plans
- Bookkeeping & invoicing
- Expenses, taxes, HST/GST
- Risk management & insurance
- Funding & grant writing

## LIVE GIGS & TOURING

- Gigs & touring planning / strategy
- Pitching for gigs, tours & festivals
- Developing new markets
- Determining your live value
- Negotiating guarantees
- Attracting agents & promoters
- International touring, immigration & visas
- Merchandise
- Endorsements & sponsorship

## COPYRIGHT & ROYALTIES

- *Copyright law*
- *Performing rights organizations*
- Music publishing
- Master recordings
- Neighbouring rights
- Covers & sampling







## STREAMING & RADIO

- Streaming platforms
- Digital service providers (DSPs)
- Playlists
- Leveraging analytics
- Types of radio
- Radio promotion & trackers
- Pitching for radio

## BRANDING & MARKETING

- Pitching (elevator & written)
- Identifying your target markets
- Creating marketing plans & strategies
- Utilizing digital tools & calendars
- Developing your brand identity
- Unique selling proposition (USP)

## SONGWRITING, RECORDING & PERFORMANCE

- Song analysis
- Collaborative songwriting
- Live performance workshops
- Vocal health & performance workshops
- Producer consultations (one-on-one)
- Recording vocals in the studio workshop
- Technical consultations for live performances (stage, monitors, gear)
- Optional live video asset and recording development

## DIGITAL STRATEGY & PUBLICITY

- Publicity tools: photos, bios, one-sheets, EPK, press releases
- Web & social space optimization
- Social media best practices
- Efficiency tools & strategy
- Advertising
- Media pitches

## TEAM BUILDING, INDUSTRY PARTNERSHIPS & CONTRACTS

- Partnerships
- Managers
- Labels
- Music publishers
- Producers
- Session & side musicians
- Business managers
- Entertainment lawyers





## WHO WILL I MEET?

During your time in *AE West*, you will meet and work closely with **CMI's trusted staff and mentors** (coming from Toronto, Calgary, Edmonton and Vancouver), network and build relationships with numerous **active music industry leaders** from all areas of the business and be surrounded and supported by **other artists like you**.

## WHAT WILL I LEAVE WITH?

- Tangible career goals & empowering action plans
- A new network of diverse artist and industry contacts
- Enhanced soft skills - communication, time management, motivation, negotiation
- New video & photography assets
- Updated publicity / EPK assets
- CMI's digital tool kit of templates, infographs, step-by-step guides, and activities
- **Ongoing access to CMI's mentorship - FREE!**

## WHAT IS CANADA'S MUSIC INCUBATOR?

We are a national, not-for-profit organization established in 2012 with the mission to help emerging artists and managers become sustainable businesses with no-strings attached. Our respected mentors, guests and partners are active professionals within the Canadian and International music industry.

We've mentored 1,000+ artists and managers and delivered 10,000+ hours of mentorship across Canada.

## HOW MUCH DOES THE PROGRAM COST?

The cost of *AE West* is \$7,500 per artist. However, we are able to subsidize a large portion of the program fees courtesy of CMI's generous financial supporters.

Your out-of-pocket cost is \$2,000 (plus GST).

## WHO CAN I TALK TO FOR MORE INFO?

Feel free to contact us via email at [info@CanadasMusicIncubator.com](mailto:info@CanadasMusicIncubator.com) or call 416.755.0025 and ask to speak to someone from CMI about this program.





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