



# ARTIST MANAGER

DELIVERED ANNUALLY  
IN OCTOBER





## DEVELOPING MANAGERS MENTORED BY ACTIVE ARTIST MANAGERS AND INDUSTRY PROS

### WHAT IS ARTIST MANAGER?

*Artist Manager* is a four-week professional development program that mentors artist managers and self-managed artists within an active artist management company.

Developed in collaboration with Coalition Music, our program takes a customized, hands-on approach to working with managers to build their businesses and evolve the careers of their artists.

### WHEN DO WE OFFER ARTIST MANGER?

*Artist Manager* runs once annually for four weeks in Toronto, alternating between in-person and virtual deliveries.

- October 2024 (fall) | Tues-Fri 10am-4pm | In-person in Toronto

### SESSION SIZE

We limit our sessions to a maximum of 12 managers in order to ensure everyone receives as much one-on-one time and customized mentorship as possible.

### WHAT IS "ONGOING MENTORSHIP"?

We understand sustainable careers and businesses are not built in four weeks. All managers who complete *Artist Manager* are eligible for ongoing mentorship post-program for FREE.

"The resources provided by the AM program are very helpful, and the fact that I can reach out to the team at any time going forward, for help or questions, is invaluable."

**-Mélanie Vautour, Highway 79 Music Business Services**

## WHAT DOES THE PROGRAM COVER?

*Artist Manager* approaches this program from two perspectives: developing the careers of your artists & developing your own management business.

We touch on all aspects of the industry from revenue models to team building, executing new release campaigns to developing touring strategies. We speak to topics at your level and tie everything back to your business.

Below offers a glance at the of content covered in *Artist Manager*

### BUILDING YOUR BUSINESS

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

### CLIENT RELATIONS

- Artists & Repertoire
- Assessing talent
- Client retention
- Conflict resolution
- Problem solving
- Negotiating

### 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

### TEAM BUILDING, INDUSTRY PARTNERSHIPS & CONTRACTS

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



### BRANDING & MARKETING

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

### STREAMING & RADIO

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

### 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 training
- Media pitches

### COPYRIGHT & ROYALTIES

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



### WHO IS ARTIST MANAGER FOR? (ELIGIBILITY)

- Artist managers working with at least one client in any genre
- Music industry professionals transitioning into management
- Self-managed artists or artists who manage other artists
- Individuals holding a post-secondary diploma/certificate in music, entertainment or arts management

If you are unsure if you are eligible for this program, please contact us! (see next page)





## WHO WILL I MEET?

During your time in *Artist Manager*, you will meet and work closely with **CMI's trusted staff and mentors**, network and build relationships with numerous **active music industry leaders** from all areas of the business and be surrounded and supported by **other managers and self-managed 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
- 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 650+ artists and managers and delivered 7,000+ hours of mentorship across Canada.

## HOW MUCH DOES THE PROGRAM COST?

Each year *Artist Manager* alternates between in-person and virtual deliveries.

The cost for in-person AM is \$2,000 (plus HST).

The cost is for Virtual AM is \$1,500 (plus HST/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 (647) 987-7754 and ask to speak to someone from CMI.

# MMF

MUSIC MANAGERS FORUM  
CANADA

- MMF membership holders receive a 15% discount on CMI program fees.
- CMI provides a FREE MMF Associate Membership (one year) for non-members.

