

2019 WORKSHOPS

be spoken

- Audience Building
- Biographies, Cover letters, and Resumes
- Booking Performances
 - Branding
- Building Your Teaching Studio
 - Commissioning
 - Decision Making
- Ensemble Building
 - Fundraising
 - Goal Setting
- Interview Preparation
 - Management
 - Marketing & PR
 - Networking
- Project Development
- Recording Projects
- Social Media Content & Strategy
 - Time Management
- Website Development

WORKSHOPS

bespoken's workshops offer skill building, practical tools, and insight into the business side of life of music. The workshops are designed to elevate ideas, tools, and resources to help artist's thrive in an evolving music industry.

Note: All sessions can be catered to meet the needs of your constituents.
Each workshop is followed by a Q&A.

Lets Be Spoken: A Career in Today's Music Industry

What skills are needed to help students and emerging professionals transition into the music industry while elevating their artistic practice? This workshop explores having simultaneous career paths while proactively managing your own career to heighten your artistic endeavors.

Takeaways:

- Learn practical skills that are essential for a career in music performance, composition, teaching, and/or administration
- Learn what opportunities, gigs, and jobs are best suited for you at this point in time
- Develop a social media and website plan to best support your artistic vision
- Prioritize 5 goals to set yourself up for transitioning into the professional industry

Social Media Strategies

Facebook, Instagram, Twitter.... it's a constant conversation! Social media outlets can be used to heighten others awareness of your music and to help you engage with your following in new ways. This workshop explores which platforms are right for you, how to create a strategy around these individual platforms, and how to use social media to strengthen your brand and artistic vision.

Takeaways:

- Learn and identify which social platforms are best for your artistic priorities and why
- Gain tips and ideas for curating your content
- Learn different models of marketing and messaging
- Heighten your audiences awareness of your concerts, music, and endeavors
- Develop a time management strategy for using social media platforms
- Explore the benefits of live streaming and learn how to engage with your following in fun ways

Note: this session can be focused on a single platform

WORKSHOPS

Websites as that Represent Your Brand

What are some useful strategies for optimizing your online presence? This session will explore the benefits and necessity of having a website, inform you on when's the right time to "go-live," and provide information on useful web-building platforms and design.

Takeaways:

- Explore a number of affordable and easy to use website platforms and domain builders
 - Learn where to purchase a domain name and what best fits your project
 - Learn what content is necessary to provide and the best layouts and designs
 - Receive tips and strategies on creating a well-rounded website that informs, represents, and strengthens your brand
 - Avoid common website mistakes
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Funding Your Artistic Projects

Ever have a project that you are excited to do but not know how to get it started? This session will explore the benefits and tools of crowdfunding platforms such as Kickstarter, GoFundMe, and Pledge Music, among others, to help fund your activities, projects, and recordings. Find out how to make crowdfunding an effective tool for launching your projects and how to turn your backers into long-term supporters.

Takeaways:

- Learn the most useful platforms for the projects that you want to create
- Gain strategies for promoting your project and asking for support
- Receive tips for project designs, titles, descriptions, rewards, and content
- Create a timeline and set yourself up for success

One-On-One Mentoring

(30 min / 1 hour sessions)

In our one-on-one mentoring sessions, we explore and evaluate where the student currently is in their career and the specific areas each individual should begin to focus as they transition into the professional industry. We are there to answer questions they have about the industry and want individuals to walk away from these sessions with a strategy for next steps and to set up tangible one-year goals to begin working on as they walk through this transition.