

MUSIC EXPORT GUIDE



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This book guides you to music export and gives you recommendations and advices how to export in a smart way and provides the solution to change the market with a second band. The network building is stronger that way and it gives the opportunity to stage a show abroad faster.

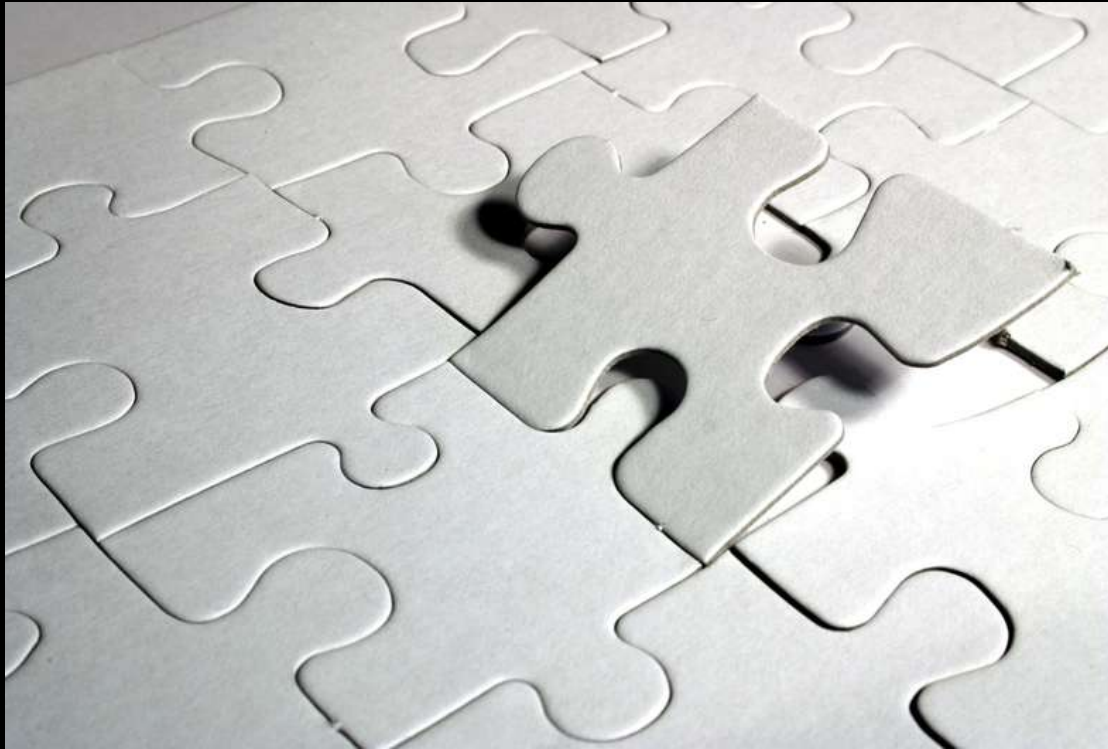
First of all it is important to choose a target market where you want to play. Find a band from that target market that could have an interest in your own music and attracts an audience with a similar music taste. Contact the band and agree on cooperation and give them also the possibility to play a show abroad in your country. Analyse the target market you will play in. So you create the first step to a culture exchange project to export your music.

1 MANAGING



It is possible to self-manage the project or find an educated project manager in the music industry that is willing to take the responsibilities. Often project managers that can act, as a so-called “company freak” are wise to choose and send to the exchanging market abroad. “Company freaks” are people that like a different style of music and dress youthful and can cooperate very well with the target group that likes your music, because they fit perfectly in. They are music freaks with a business mind, which brings a balance between the countercultural rock audience and the mainstream rock business.

2 NETWORKING



Now it is time to network and build up contacts. You can try to self-manage the project in cooperation with the second band from abroad or you send your project manager – company freak to the market you want to perform in. It is to recommend to visit events/concerts that are presenting a similar music than your own and follow up which target group they attract and how many people show up to that show, then forward in the planning you can promote already your own show to guests in such an event. Show case events in the industry are always surrounded by he media. It is possible to establish already contacts to media and press in an organised event on the

market you want to enter to – visit other bands showcases to grow your own network. A show case event is a concert/gig where important music people and media got invited to publish something about the band later on. Use those contacts for your own publicity.

As well it is to recommend building up cooperation with the embassy of your home country on the changed market. Schedule a meeting with the embassy, visit them and agree on a marketing strategy. They are often very helpful when it comes to promote culture. Also electronically contact, in form of an email, with the embassy can help, but a personal visit often brings you more forward.

NETWORKING STEPS

Visit other bands show case concerts
Network with bands from abroad
Always have a business card with you to hand out
Communicate well with others
Build up new contacts and collect business cards
Cooperate with the embassy on the change market

3 TARGET MARKET

Have a conversation with the band on the changed market, what are they going to say about the music scene and audience attraction to shows. Search also for some statistical material to see if your music fits into the market. Is it the right city to perform in or are inhabitants attracted to a different music genre?

It is to recommend finding out which generations normally fills the concert venues. Take a closer look into the theory of generation Y and Z. Generation Y are people that want to be involved. You can use this as an artist/band for your own purpose. Let them be involved and they will get you forward with a good word of mouth spread. Generation Z are the young stars that are technology freaks, they are multitasking but it is hard to keep them focus on just one band. You need to provide them something that attracts their attention and it needs to be something that is new, surprise them. To know the generation theories will also help you in the planning of the culture exchange project when it comes to marketing strategies.

Research as well the concert venues on the market in cooperation with the local band. Which venues are fitting the best to your music attitude and will attract more guests, because the location is known and well located in the city.

If you know already a date when you want to perform than gather information if there is any other event going on the same time that could attract your target group. Make sure that you don't need to fight for an audience, play when there is less competition.

TARGET MARKET ANALYSIS

Analyse the music scene

Does your music fit into the market?

Is there an audience for your music genre?

Generation theories

How old is your target group?

Great venues, good located

What is the size of your target market?

Which kind of events are happening in the time you want to perform? – Analyse the competition

4 BOOKING



Take the target market analysis in consideration and contact first the venues that fit your music style and band the best and would attract an audience. The location should be easy to reach by car and local transportation system, in that way you will make sure that you will have visitors to your show later on.

Create a good press kit that you can send in for the booking to present your band from the best side. A press

kit is a collection of material you produce as a band it will include a band biography, a promotional picture taken by a good photographer, good quotes from journalists and links to great music articles/reviews of your band, contact information, your upcoming tour dates and links to music videos and demos (youtube/soundcloud profile). The press kit will be in an electronic form, use Microsoft Word or a PDF. Make the press kit interesting and while creating it take the style of your band in consideration. The press kit is very important to promote your band to magazine and you will use it for the booking and send it to the clubs. When the press kit is well establish it is easier to get interviews for good magazines and book shows to bigger clubs.

Also a rider could be acquired, the rider in particular includes what you need from the venue technical and which hospitality your band requires. Also it is always good to attach the press kit and send the venue a short cut of information with the email. Like a fact file that includes a short promo text, contact details of the person that books the show, name of the band, music direction, occupation, music publications of your band (single, EP, album) and musical influences. Culture offices that are working for the venues are often very busy, if they don't

have time to open the attachment of the email they will at least find the fact file in the email and that makes it easier to achieve an interest. It is important to make it very easy for the venue that the booking will go faster; also a stage card can be attached to the email.

The most interesting part in booking is the agreement of the payment for the band. There are worldwide differences. It is possible that a venue pays the band after their ticket sale, so you will get a share. Bands that are already known on the market can come along with a permanent price, which varies and occurs to the success of the band. In the music industry bands often don't open up when it comes to their salary prices. In this case every band needs to find their own deal with the venue, for a young unknown band it is already great when the travel expenses are covered and a share of the ticket sale is provided.

PREPARE FOR BOOKING

Have a great establish press kit
Create a fact file about your band
Say what is required in the rider
Email the fact file and attach the press kit
Follow up, but give the venue time to answer

5 BUILDING A FAN BASE ABROAD



The cooperation in the exchange with the local band is important. Maybe a few of their fans will also like your music. A promotional trailer, which can be just an audio on soundcloud like Ill Kommodity and Face of God during the project participation did or it can be even a video trailer like Avatar and Engel had once for their tour:

<http://www.youtube.com/watch?v=JgWVOYgTFBc>. The fan interest in the cooperating band will increase through such a teaser. It takes attention as well the information can be presented and shared around in online forums and platforms.

It is important to take care about your fans they buy your music, merchandise and concert tickets. They are often very self-active in promoting their favourite band. Let them help include them into your strategies. Organised street teams can spread information and they are willing to gather more friends as fans.

For the changed market to gather more fans it is already helpful to create a Facebook page with all the news in the language of the market you will be entering to. To achieve a good amount of likes to the Facebook page share it in online forums and platforms. Introduce your band in a smart way to the new market. Add always a description and a file of your music that people can listen to, what you are presenting.

Create a trailer announcing your tour dates

Accomplish local and international street teams

Spread your music around in the social media

Let your fans help

Create voting's and lotteries for more attraction

Have a Facebook support page in the language of the target market

6 PROJECT planning, executing, controlling, evaluation

Beware that **planning** the project is the most consuming time. It should be planned in every detail, before executing it. It is important to start with setting a goal: What you want to achieve with your band with staging a show abroad?

The goal you set should be as realistic as possible. Try to establish a well-designed plan with using a project management tool. During the thesis project the project manager used a combination out of a Gantt Chart, Log Frame Matrix and Time Management tool. Since a culture exchange brings event and project management together it is to recommend to use this combination tool for having a clear picture how the project is going to run. Also always keep the project life cycle in mind while planning the concert abroad, so you are not in danger to forget a step.

Strategy:		
Project Purpose:		
Case:		
Expected result:		
Months (Activity timeline)	Activity level completed	Theory
January	Concept planned	Project Management

After planning your project takes action, which is called **executing** or implementing takes place. In this step it would be to recommend, to eventually try and have a whole project team around you. It takes the pressure from the project manager and he or she can delegate the tasks to experts in the different areas.

During this thesis project the project manager realize that a team had been helpful, because it was a lot of work that got implemented by just one person. With a great project team, the project manager can lead your project faster and easier to a success and achieve the set goal.

Then the **controlling** of the project that everything is running after the decided strategy and mentoring the whole process is the other important task of the project manager. Everything needs to be running after plan and when something doesn't, you always should have a back – up strategy in mind. - What we do when this is not working? Back – up strategies or the so called plan B will be helpful in music projects and the creative industry where things not always run like they should.

For this thesis project as an **evaluation**, it would be to recommend taking a deeper look into the financing and culture-funding situation. The organised thesis project

didn't received the culture funding, but what can be done better? How the cities can be involved in the project and what need to be done to receive a culture funding from the country you live in if you go with your band abroad. It would be wise to visit an organisation that is responsible for culture funding and schedule a meeting to get to know more possibilities, before the project even starts. Present a well establish project plan in the meeting and ask what they recommend and what would make sense for your band. Try to find a way that your band could even promote your home city abroad.

In general in the financing part it is to recommend having a budget from shows you played in your own country saved before you go abroad. It is always better to start with some money as a back – up then from point zero.

CULTURE FUNDING ORGANISATIONS (FIN)

ESEK	Finnish	<u>http://www.esek.fi/fi/esek</u>
GARMEX	Performing Music Promotion Centre	<u>http://www.esek.fi/en/esek</u>
MUSIC FINLAND	Organization for Finnish music	<u>http://musicfinland.fi/</u> <u>http://musicfinland.fi/en/</u>
LUSES	Foundation for the Promotion of Finnish Music	<u>http://www.luses.fi/</u>
MES	Finnish Music Foundation	<u>http://www.musiikinedistamis</u> <u>http://www.musiikinedistamis</u>
FINPRO	Consultation organization for different phases of internationali zation	<u>http://www.finpro.fi/</u> <u>http://www.finpro.fi/web/engl</u>

7 SPONSORING



Money support to your project can also be found over sponsoring. Product sponsors in the music industry are very easy to find, but an actual money sponsor is quite hard. The sponsor should be also something what you as a band would like to support and what could fit into your band image to make it real and stay behind the brand. Keep in mind sponsors always care about what you can do for them and not the other way around. You need to present them a good strategy why they should sponsor you. Don't hesitate to ask otherwise it will never happen. Give the sponsor a unique idea they could benefit from. You could try to get a local business as a sponsor. Find a company with less competition, that wants to get known on the market abroad where you are going to stage your concert.

This thesis project worked with a lot of product sponsors they sponsored the posters and flyers for the event. For the limited amount of time the project manager had to organise the culture exchange this was already great, but on a long term planning a better sponsor concept can be achieved.

SPONSORING / ENDORESMENT ADVISES

WHAT CAN YOU DO FOR THEM???

- Don't hesitate to ask: email, call or schedule a meeting

WHY THEY SHOULD SPONSOR YOU???

- Have a project plan, marketing plan or presentation of both ready to present

HOW IS THE SPONSOR BENEFITING FROM YOUR WORK?

- Provide uniqueness, fresh ideas and concepts / win-win deal

WHO TO CONTACT FIRST?

- Try companies with less competition or local companies that want to succeed abroad (music related companies can help you advertise your show)

ACT AS A SALES MAN

- Sell your music, band, tour etc. to company with a smart selling strategy.

BUILD A LONG TERM COOPERATION

- Try to build up a long term relationship with the sponsor and keep him

8 MEDIA RELATIONS



In media relations it is always important to have a good network and keep your press contacts close and follow them up from time to time. As long as they write about you, there is an interest the society has into your band. Before going abroad to stage a show it is important to create a media contact list during the planning phase of the project. Cooperate with the local band on the market; they might be willing to share their contacts with you if you give them an opportunity for an interview in your country as well. The project manager who operated already on the changed market can add contacts to that list later on.

Now it is time to contact the media with the well establish press kit of your band as an attachment and a press release written in the email. It is possible to use the same press kit you used already for the booking, but make it as media compatible as possible. Show up with great reviews from the past.

The press release should include the news that you come abroad and when and where you are going to play. It is the best way to have the press release written in the language of the country you perform in. So they can use your press release as a publication to magazines online and offline and it will promote your show and your band before you even play in the changed market.

Send the first email for the press out at least a month before you stage the concert and it is very important to follow up. For example you can send a second email a couple of weeks later as an invitation and invite the media to your show. In that way you reminded them and you can turn your concert abroad into a show case, while setting important network names to the guest list for that night. The week before the concert is staged send one more

reminder out or even call to the most important contacts to comfort them for seeing your show that week.

Try to set a time schedule for the day so that you can also welcome the media and there will be time for interviews that are going to be scheduled before hand. Between the sound check and the actually gig is always time to give those. Some media will even invite you after the show to their studio the next day if they were very impressed. So try to have a free day after that show where more interviews can be schedule in and let the media always know in the press release email that you will have time for them and that it is possible to even schedule a meeting for an interview. It is smart to suggest them already free times they can take, so it is easy to plan it with into the event production time table.

Collect media contacts in a contact list

Establish a great press kit that gathers the interest of the media

Write a press release that catches attention

Send out emails to the media

Follow up with an invitation and call the most important contacts a week before the show.

9 EVENT PRODUCTIONS AND TIME MANAGEMENT

The project manager or when you self-manage the project the responsible band member needs to have a ready establish production schedule for the event on the day of the concert. Such a schedule includes the times of building up the stage, sound check, and interviews with media, promo photo shoot and playing times. Normally in the sound check the leading act of the night plays first and then followed by the second and third band, depending on how many bands are performing with you. In scheduling the interviews with the media a 20 min rhythms is always good 10 – 15 min interviewing time and a few pictures afterwards.

It is to recommend to always adding a slot of 5 min to everything that is happening in the produced event. When something happened, for example one band decides on playing longer, adding more songs for the audience because they asked for it, the other happenings of the event that day are still in time schedule and every band can enter the stage like planned. A lot of clubs and venues are having a closing time in the night at some point so it would be good to be in time that everybody can perform like planned.

The establish production schedule should be send in advance to everybody that is involved in the event that day. As well the project manager should hand out a printed copy on the event day.

It is also nice to arrange a band photographer for that night that documents your show with pictures and video's you can use later to follow up on your fans and spread them around in the social media. If the photographer has time for the whole day, plan in a promo shoot for your band before even building up and having a sound check. Promo shoots in a different city can attract attention later on and inhabits of the city might check your music out if they see a picture taken with your band in their home city.

10 MARKETING ONLINE AND OFFLINE

First of all it is important to come up with a great marketing strategy. Cooperate with the local band on the market and include them with into the strategy planning. Ask ideas from every single band member and conclude the best ones. You should run the promotion to your show online and offline. If you have analysed the Generation Y and Z well in the target market analysis then use those results in planning a marketing strategy. Good marketing strategies provide a story. Have always your passion and inspiration of music in your marketing strategies.

Contact your sponsors and have a conversation with them what they want from you in the marketing sector. Mention their names in off- and online marketing. For example when you create flyers and posters have a catchy picture and logo and make it clear when the concert is, where, which time and what the entrance fee is. Often you start promoting with the headliner of that night to attract more people to the show. See that the sponsor is also mention and be creative in the design. When you stage a show abroad it is always smart to add from which country you come. Add after your band name, a short term of your nationality, for example (FIN) for Finland. When people

see that the band is from abroad the interest in seeing them is often much bigger.

It is to recommend establishing a detail-marketing plan. It is important that the marketing plan is realistic and don't accomplish something that you can't afford. Advertising, promotion and public relation needs to be considered. Take always in consideration the people that come to that show, the place where the show is staged, the price of the ticketing what people in this area would pay to see your show (don't overprice it). What is the actually event/product of that night: you can mention the genre is it a rock or metal night, then follow your marketing process and promote the event to the target group. As well it is always nice to provide physical evidence to the visitors of the concert, something they can take as a memory with home: in the music industry that is often the merchandise sector. If your band don't has any merchandise yet try to create at least something small you can sell to the visitors such as an EP and fabric bags with your band logo. It will give you as well an extra income.

It is important to marketing the show abroad well over all media chancels you can get your hands on. In the electronic sector you can contact a big radio station and

give them the possibility to run a lottery, the price a free ticket to your show. In that way your show will get announced on the radio and they might even play one of your songs after the lottery game. Radio stations also have the possibility to announce the concert dates on their webpage.

When it comes to the Internet marketing be smart and use as much online channels as possible, not just Facebook. There are many more opportunities like: websites, newsgroups, forums, twitter, instagram, soundcloud, youtube and blogs. Although create a Facebook support page in the language of the target market you will enter to, that will give you a better bonding to the audience on the market. Some people might be not that good in English and they will be very grateful in supporting you because you chose to promote in their language.

With a lot of budget you could even run an outdoor marketing on taxis, busses or transit. This is most likely possible if you have a big sponsor supporting you and they would invest into your marketing budget if their name shows up in return on those commercials.

Then in the offline promotion sector as well the field promotion from street teams is very useful. Create flyers, posters, cards or even stickers. If you have already establish a street team in the country you will enter to it is easy to just supply your street team with those and they will spread them around the area. If it is your first show in the country abroad it is also possible to do the field promotion yourself or to hire a team or to give the responsibility to the project manager or to cooperate with the local band and ask their help in giving flyers out and hanging posters up. As well the venue where you play can hang up posters in before and give flyers to their clients to support your field promotion. Some clubs will even advertise your shows in their running neon signs.

As already described in the media relations it is also possible that magazines or newspapers advertise your show in the country abroad, you just need to contact them before and set up a text that you would like to publish. Some culture and music magazine that want to have an interview with you, might advertise it for free and others will take a fee.

Your marketing strategy should be good and show up from others, you can try to let run a story through the

whole process and the different channels you will use. Maybe it could be even some game and people that see the online ads as well the posters or flyers can win something in end. Your creative mind is asked.

MARKETING COMMUNICATION

WHAT?	Where? / Who?	How?
Marketing strategy	Executing all the time/project manager	Story, game, lottery, creative new idea
Marketing plan	Executing all the time /project manager	Written in word
Generation theory	Target group and market	Analyzing generation X, Z
Social media	Websites,news, forums,blogs, twitter, facebook, instagram, youtube,myspace, reverbnation/ everybody involved	A game or a lottery for winning tickets can run with a story through social media channels
Outdoor media	Billboards, transits, taxi, bus boards, banners / Sponsor	In cooperation with sponsor
Electronic media	Radio,TV/ moderator	Ticket lottery, concert video
Print media	Magazines, newspaper/publishing	Sending out press release
Field promotion	Poster, flyers, stickers / street team	Giving them out in bars, restaurants, other events or on the street
Media invitation	Off and online media / project manager	Provide name on guest list
Physical evidence	In the venue, memory for the audience/ guest /sales person	Merchandise: shirts, CD's, EP's, fabric bags

11 FOLLOW UP

In the end of every project it is very important to follow up. You can write a thank you email to the people that helped and also a nice letter to the media that came to your show case concert and published something. In that way you keep your new establish network contacts happy and you can count on them for further plans with your band. Also if your band has an own blog, create a blog post that will thank the media and also your fans. This publication will be good for the image of your band.

Photos and videos from the concert as well the establish promo shoots around the city can be shared in the social media as a reminder of the great time you had while staging your concert abroad.

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THE END