

## Toolkit Networking

### Who is who?

An **Artist Manager** is the person you set your short term and long-term goals with. She or he represents you and speaks on your behalf. (S)He runs your business affairs and is involved in all matters concerning your professional career. A manager has to believe in you and has to be committed to support you in reaching your goals. A manager takes 15-20% of all your income for the work they do for you.

Your **Agent** helps you getting shows. Very often an agent is for a specific region (territory). They have good relationships with club managers and festival promoters in their territory. This person is on the phone all day requesting performances at venue, clubs and festivals for various artists. Try to find an agent who understands you and your music, and who has a good network in the territory you want to play. An agent will take a percentage for every show booked (usually approx 15%).

Once a tour is booked, you might hire or get assigned a **Tour Manager** who helps you with all logistics surrounding the tour. This person needs to get paid out of your fees.

Some artists work with a **Publicist/Communication & PR** professional who knows all about how to influence the media and how to reach your target audience through social media. They can give support in writing your biography, press releases and develop a communication strategy to help reaching your goals. You usually hire these people for a short term (per assignment).

**Publishers** ensure you are getting paid when your music is used commercially. As a songwriter/publisher, you are owed a royalty every time your composition is reproduced (on vinyl, tape, CD, MP3, etc). Music publishing companies help you to collect these royalties. Cosoma is the copyright association for Malawi.

**Label/ A&R:** Artists and repertoire (A&R) is the division of a record label or music publishing company that is responsible for talent scouting and overseeing the artistic development of recording artists and/or songwriters. An A&R representative signs and develops talent for a record label.

Carefully consider whether you want to work with a big team or if you prefer to do it all yourself. DIY management is a viable option in the internet era! If you do want to get signed by a label and/or get a manager, take every opportunity to talk to the right people. If you want to perform overseas, it is recommended to get an agent for to try to get bookings for you in your desired territory.

## Tips for networking

When you get the chance to meet interesting people who can help you reaching your professional goals, make sure you have a game plan and come prepared!

- Set your objectives, make them specific and measurable;
- Who can help you reaching your objectives;
- Prepare and practice a 30 second introduction and 2-minute pitch;
- Bring business cards with a link to your online press kit;
- When being introduced, shake hands and repeat the person's name;
- Who are you and what do you do for people (in less than 30 seconds);
- Listen and ask questions (show interest);
- Mingle but return to the people who can help you further your career;
- Target meaningful people (see Who is Who above);
- Keep your goals in mind when talking;
- Follow up by mail or telephone within 1 week (or 2 days if you can).

## Applications

- Check websites of festivals you want to play and think why you want to play there;
- Take note of the deadline for applications – this can be 5 to 10 months before the festival takes place. Don't miss this deadline;
- Apply using the appropriate forms. Use their format and even apply if you think you do not have to because you are already well-known;
- Check the festival's objectives and make sure your act is suitable for the message they want to spread;
- Look at the (previous) line-up and ask yourself if your music fits the bill;
- Have a good online presence with a biography, hi-res pictures ,(live) video, press reviews and a Facebook page with fans in the region;
- Try to find out if they pay for all expenses, including travel and accommodation;
- Make a budget including airfare/transport, accommodation, visa, vaccinations, (travel) insurance, communication (SIM card, airtime and Wi-Fi access), food & drink, transport (within the country), bank charges and always add 10% contingency, for unexpected costs

More information on [www.MasterYourAbility.com](http://www.MasterYourAbility.com) and [www.mHubmw.com](http://www.mHubmw.com)  
For more information about the festival, please check [www.lakeofstars.org](http://www.lakeofstars.org)

