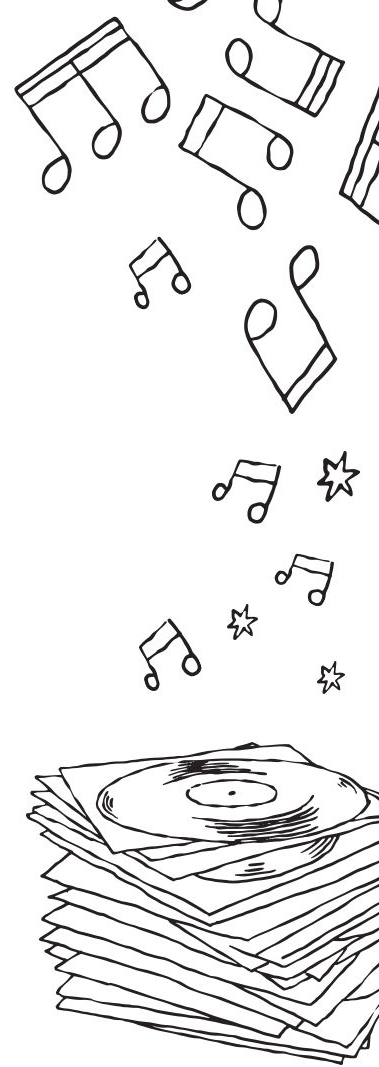


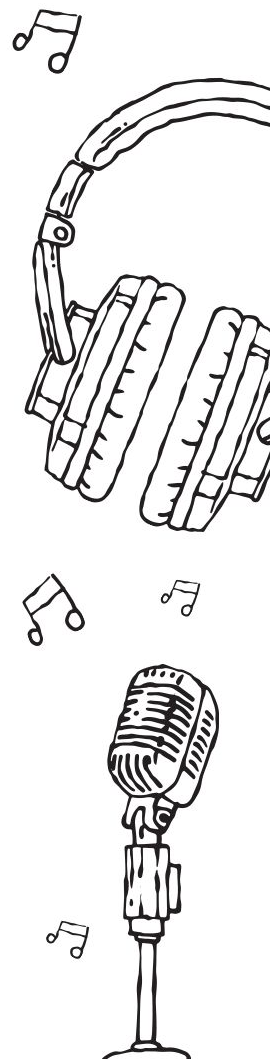


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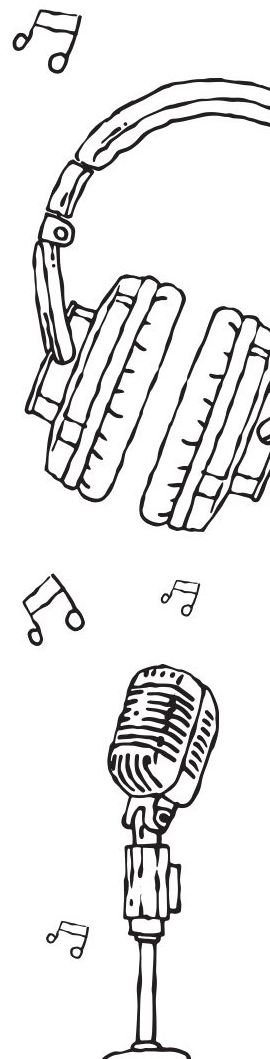
Welcome - we'll get started **soon.**

While you wait, use the chat box to let us know **where** you're tuning in from and answer the **poll.**



Building Your Brand: Making Meaningful Connections in the Music Industry

Songtrust Webinar | September 2019





Anna Bond

Director of Business Development,
North America



Mandy Aubry

Director of Global Business
Development and Client
Relations



Alex Gershwin

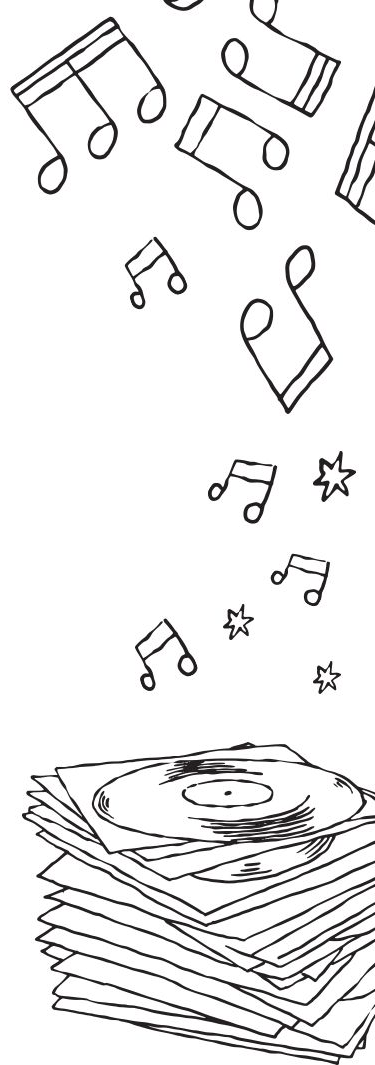
Business Development/A&R
Representative

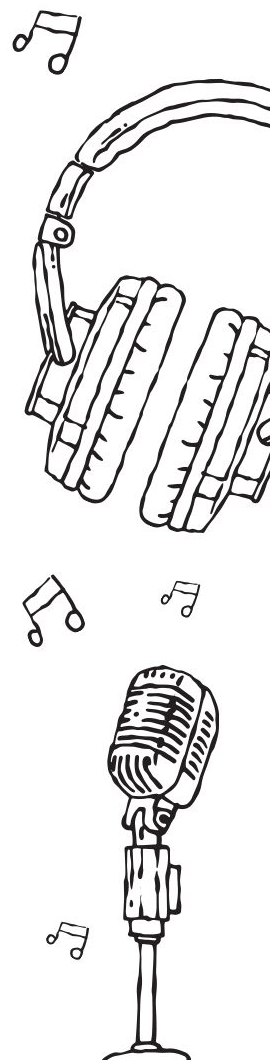
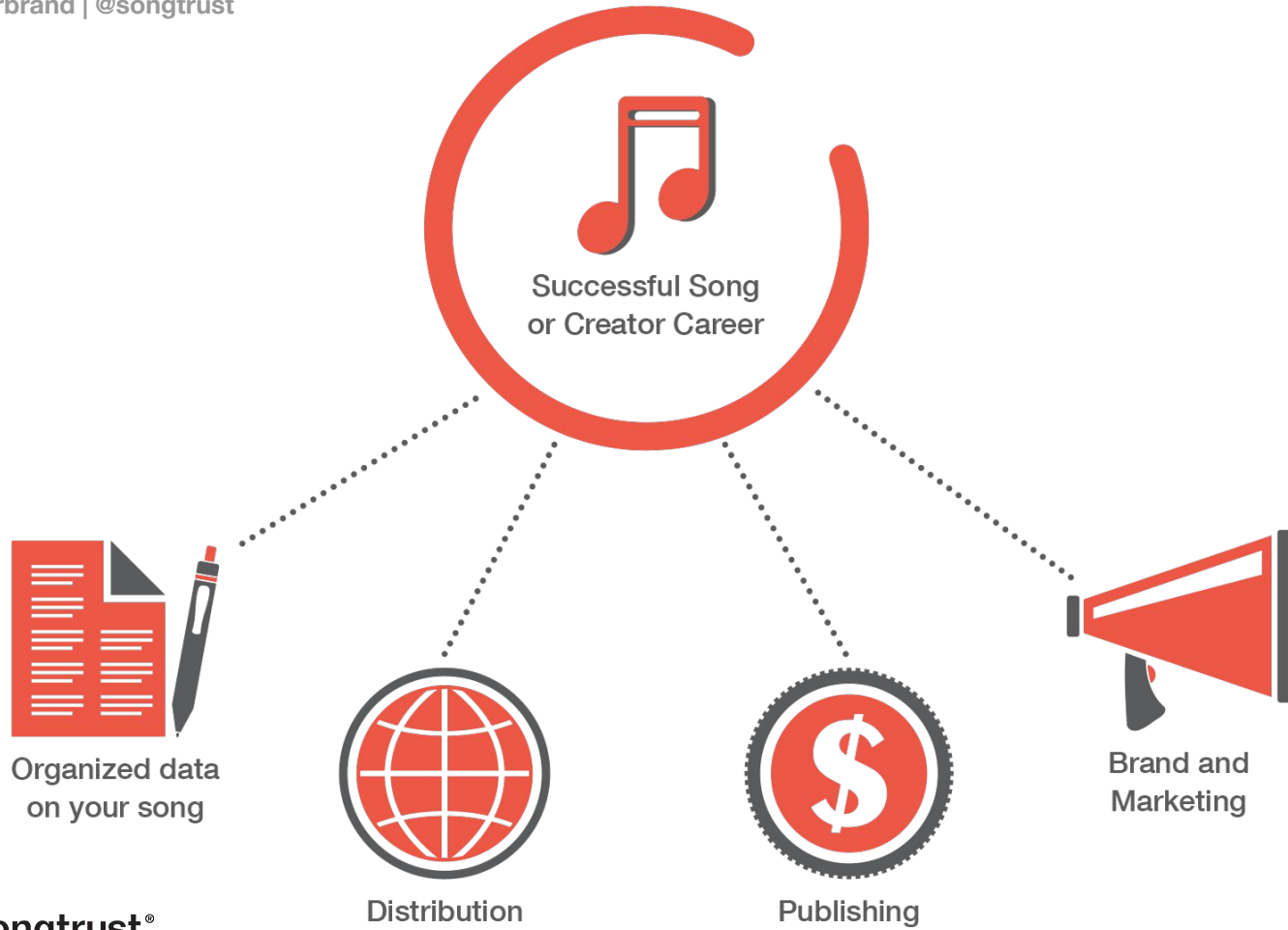


Today's Agenda

Today we'll:

- Understand how you can **set yourself apart** from other creators and how to think of **your brand as a business**
- Discuss the **importance of networking** to building your brand as a creator, including **tips on how to make the most of your connections**
- Learn how to **network on a dime** -- utilizing local events, maximizing your time, and building long-lasting connections without the need of external services
- Better **navigate the music industry through connections** with publishers, labels, managers, and the use of industry events





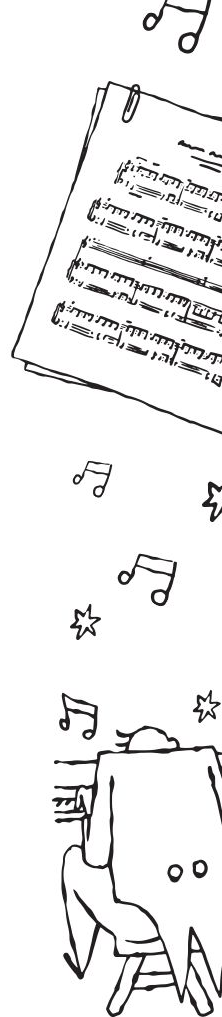
Networking in the Music Industry

What it is

An opportunity for a creator to further their career and establish themselves within the industry by creating connections within the music industry and utilizing the resources available to them.

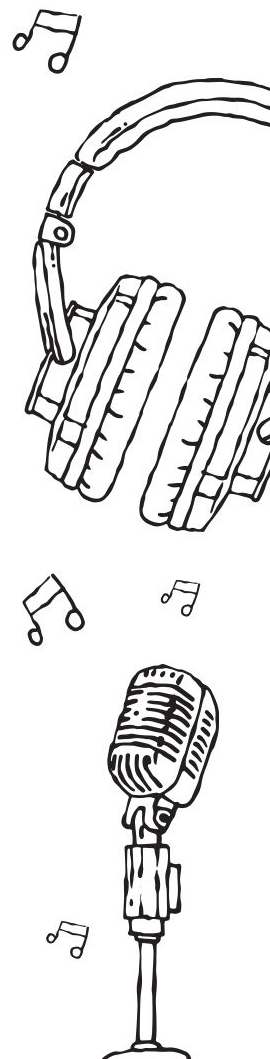
What it isn't

A chance to harass, bombard, or sell your music to others in your community whether it be through cold-emails, "potential investments", or listening sessions, etc.

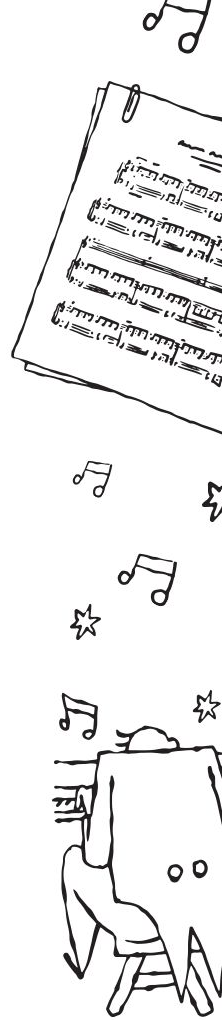
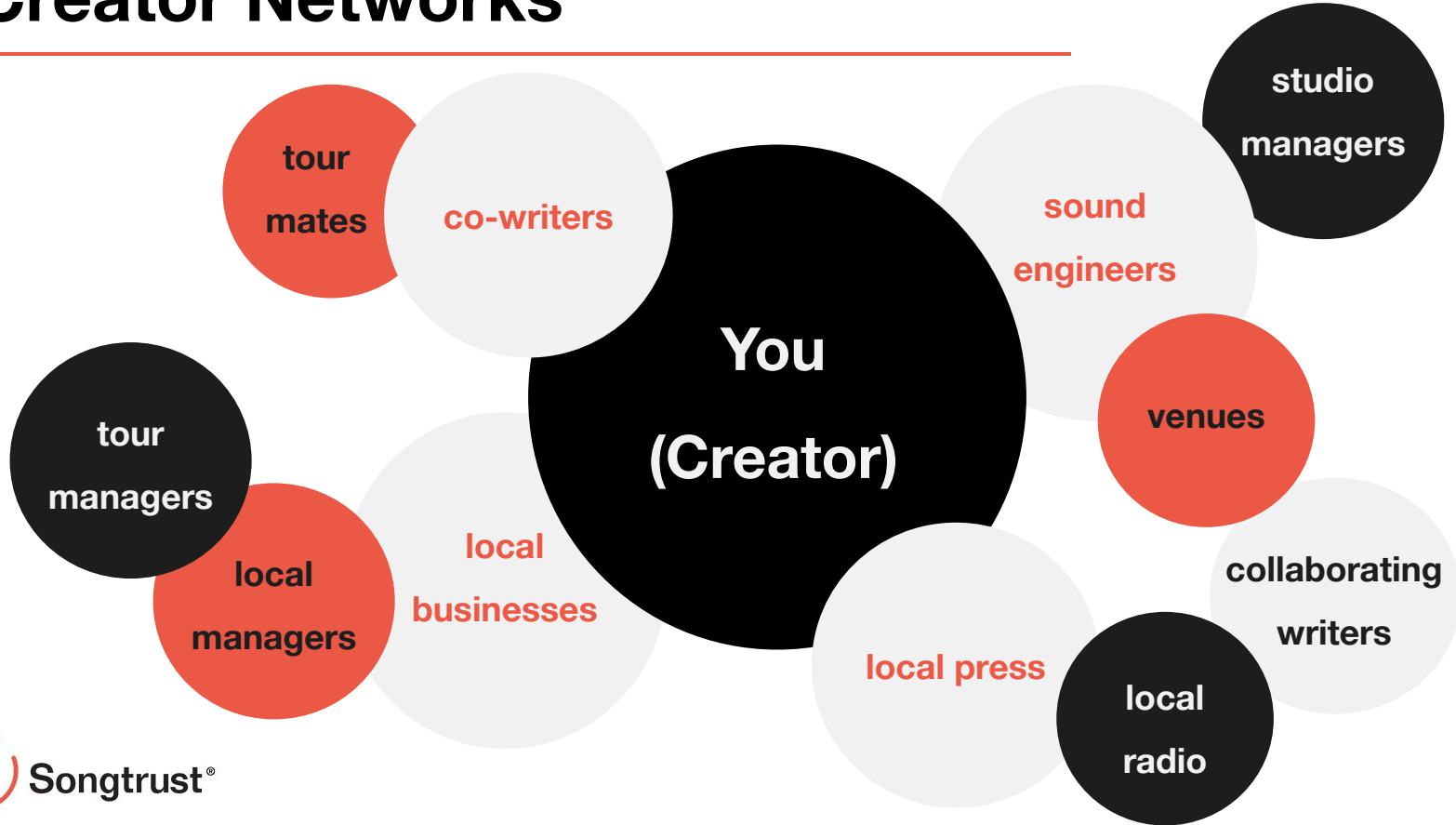


Why is networking important?

- **Creating a valuable community**
 - Setting up an extensive and valuable community early on will help you when it matters most. Rather than being reactive when you need something, be **proactive**.
- **Set yourself apart from the rest**
 - Part of building your community is establishing a list of resources when **you need help**, but the other part is **lending your own experiences and skills** to them in return. This builds trust and sets you apart from the rest who expect something for nothing in return.



Creator Networks



Get Creative



Meetups/Facebook
Events



Understand Your
Community



Local Events
(play or work them)



Local Creator Groups



Fair Trade



Curate playlists



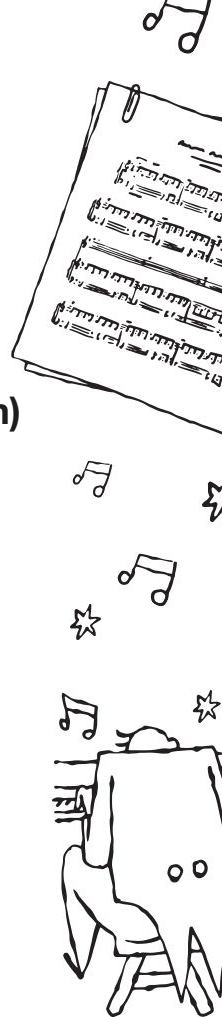
Contact
Information



Engaging or
interactive
content



Social Media



Conferences & Festivals

- **Research, research, research**

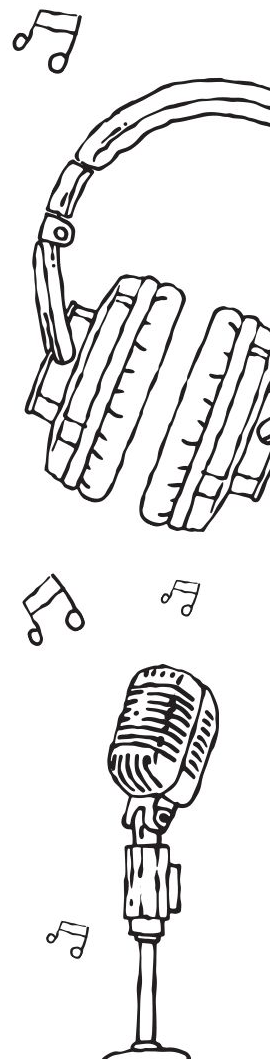
- Whether its a conference or a festival, research what the audience will be. Knowing who'll be attending will help you be more strategic about where you go and who you'll meet.

- **Have an action plan**

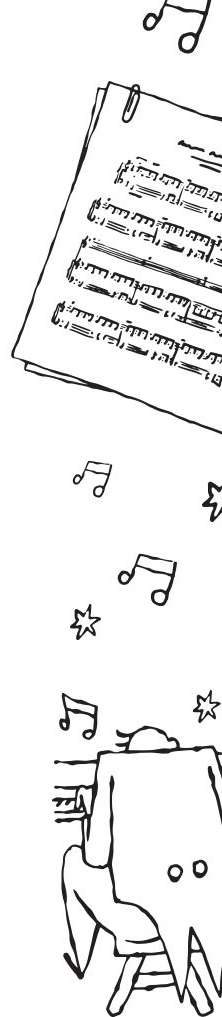
- You want a general plan for while you're there so you're not wasting any time. If it's a conference, know where the booths are and which sessions you want to attend. For a festival, know which shows you want to see and where meet & greets happen.

- **Strategically choose events**

- You don't have to go to **every** event to be successful. Choose the ones that make the most sense for you and are within your budget. If you can't attend the actual conference, hang out near the event center and capitalize on happy hours, events, and local spots that attendees might frequent when not at the event.



Who is **Songtrust**?



205K+

**Songwriters registered
with Songtrust**









26K+

**Music publishers collecting
their royalties globally**

2MM+

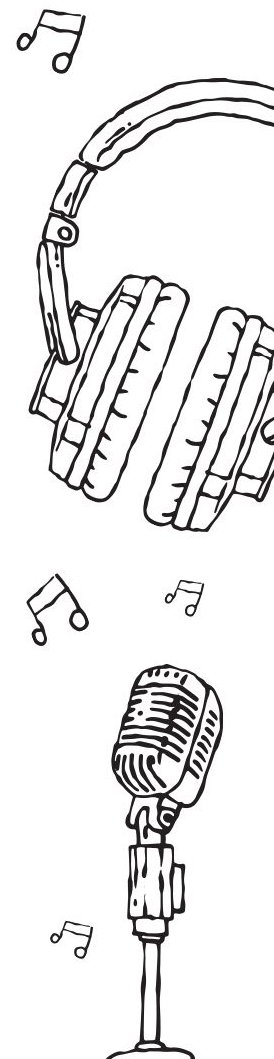
Copyrights represented



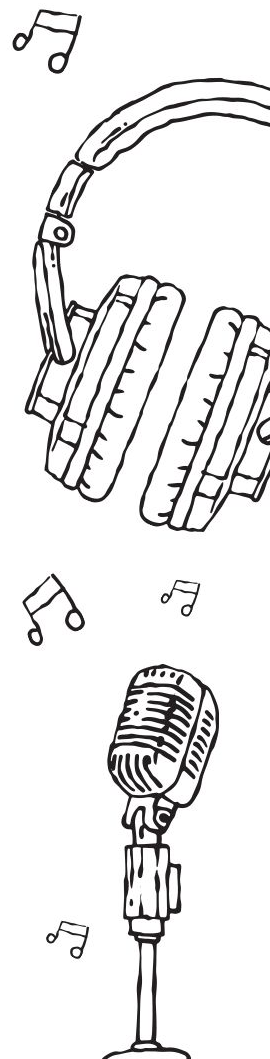
	 Songtrust™ Terms	Traditional Publishing Deal
 Deal Length	Cancel at any time after one year	Locked into a longer term, usually three or more years
 Accounting	Pays four times per year	Pays only two times per year
 Catalogue	Register only the songs you want Songtrust to represent	Generally required to register all of your songs written prior to or during the term
 Copyright	Keep 100% of your copyright	Give publisher 25-50% of your copyright for life
 Sync Rights	Control your sync rights	Give up sync rights for publisher to exclusively license
 Fees	15% fee on publishing royalties administered. Client receives 85%	Varying percentage of all royalty streams including upwards of 50%
 Tech	Technology focused and client centered	Offline, manual process



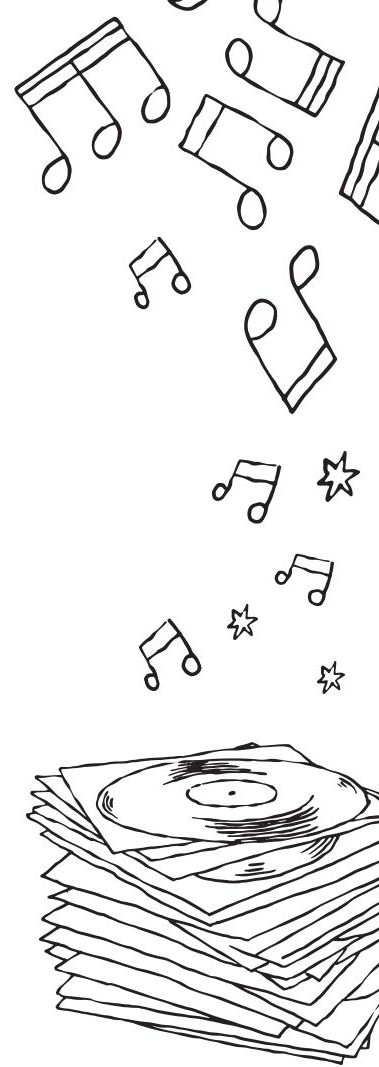
**One-time registration fee:
\$100/writer**



Questions & Answers



For further questions, email us.
contact@songtrust.com





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