

# MusicSkills

## Upgrade Your Career



Manitoba Music is pleased to announce **Music Skills** 2010-11. Designed to train music industry workers, entrepreneurs, and artists, this exciting program provides participants with the business skills and industry knowledge

they need to fully reach their potential for success. **Music Skills** offers direct and tailored training, from business basics to industry insights, to help each individual meet their own career objectives.

### WHAT IS MUSICKILLS?

A training program designed to meet the specific training priorities of the participants.

Areas of training can include:

- Bookkeeping & Finances
- Grant & Marketing Plan Writing
- Project Management
- Label Management
- Publicity and Marketing
- Publishing and Licensing
- Artist Management
- Composition and Production

### HOW DOES IT WORK?

Applicants fill out and submit the application form. The selection is based on the experience and the goals of the applicant.

The selected participants meet with the Music Skills coordinator to determine the best training options to help them meet their career goals.

Participants with similar interests will be placed into seminars focussing on their areas of interest.

### WHO SHOULD APPLY?

Artists who want to learn more about a specific aspect of the music business to help further their careers.

Music industry entrepreneurs who want to fill a gap in their knowledge or branch out into a new area.

Anyone in the music industry who is looking for additional business skill to help them succeed.



### HOW TO APPLY

All applications must be received in hard copy format at the Manitoba Music office by 4pm, October 14, 2010. Email and faxed applications will not be accepted.

For application forms and information:

Sean McManus

Program Manager

Manitoba Music

P: 204.975.5191

E: [sean@manitobamusic.com](mailto:sean@manitobamusic.com)

[www.manitobamusic.com](http://www.manitobamusic.com)



## Music Skills: A Music Business Training Program Application Form

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**Deadline:** *All applications must be received at the Manitoba Music office by 4pm, October 14th, 2010.*

### Part 1: Applicant Info

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

Are you a current Manitoba Music Member?

Yes  No

\*Note: You are not required to be a Manitoba Music member to apply, however, if accepted, you will need to become one.

### Part 2: Professional History

1. Briefly describe your current work in the music industry, as well as previous experience, both paid and non-paid experience.

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2. What is your educational background?

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**Part 3: Training Needs**

1. Which of the following is your specific area of interest within the music industry? If you have more than one, please indicate your top priority by marking a "1" beside the corresponding checkbox.

- Performance       Agent       Publishing       Record Label
- Producer       Engineer       Studio Owner/Personnel
- Talent Buyer/Promoter       Music Marketing/Publicity
- Other \_\_\_\_\_

2. Please describe your career goals in the area of interest.

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3. Please indicate what area(s) best represent your skills gap, or the specific skills or knowledge that you would like to attain through this training program.

**Business Skills**

- Bookkeeping & Finances       Marketing, Promotional Writing, Grant Prep
- Project and Time Management       Other \_\_\_\_\_

**Music Industry Skills**

- Label Management       Publicity and Marketing
- Publishing and Licensing       Artist Management
- Composition and Production       Other \_\_\_\_\_

4. Please briefly describe how training in this area will help you achieve your career goals.

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**Applicant Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Send to:  
Manitoba Music  
1-376 Donald Street  
Winnipeg, MB R3B 2J2  
Attn: Music Skills