



Strategy and Priorities

Approved December 2018

Our purpose

"MMF is the world's largest professional community of music managers. We have over 600 members based in the UK with global businesses and a network of over 2000 managers in the USA and a further 1200 globally through the European Music Managers Alliance.

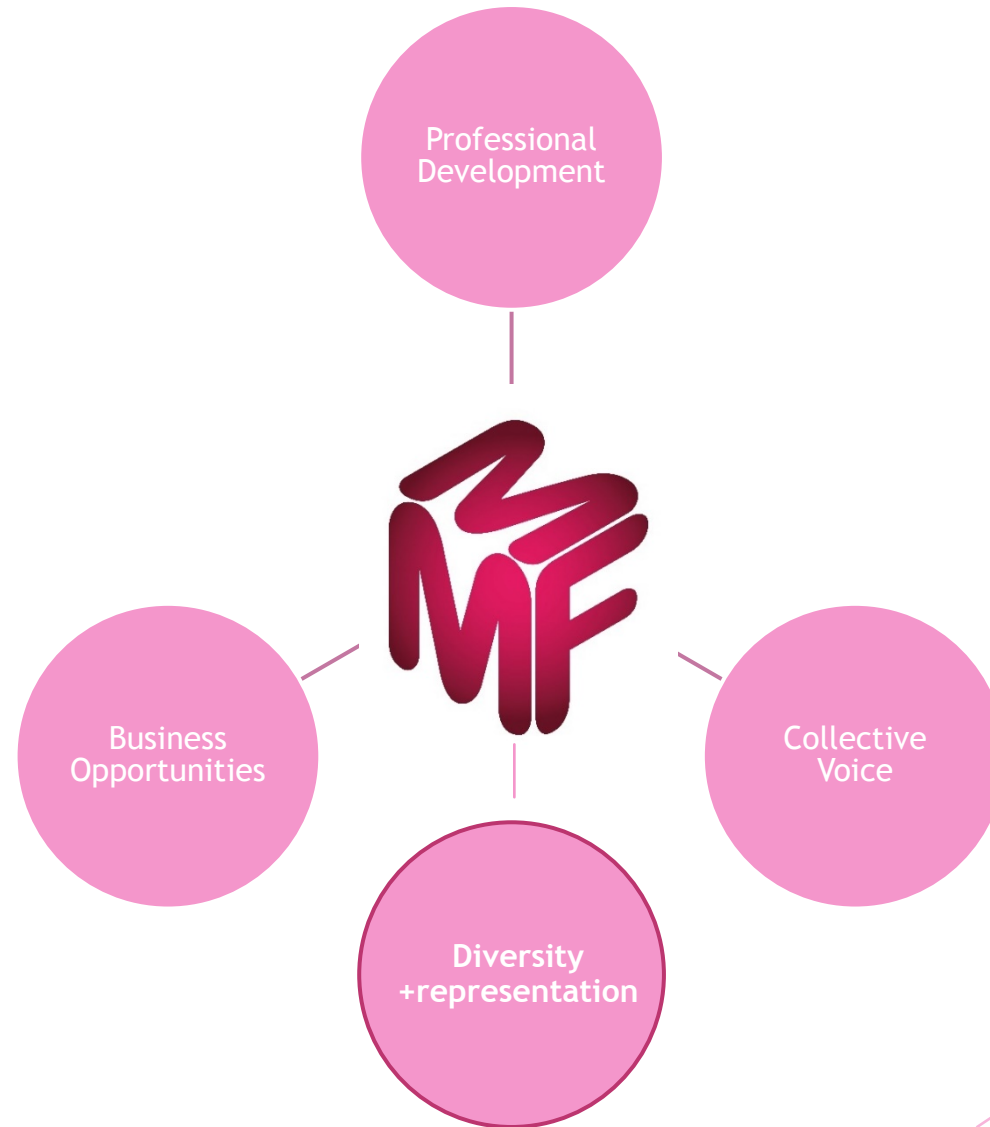
We provide a collective voice for managers to hold the music and technology businesses to account. We want a fairer, more accountable, fit-for-purpose, transparent music industry which operates in the interests of artists and their fans.

We exist to support managers in developing their artists businesses and increase appreciation of the managers pivotal role in the industry.

We aim to expand and engage our membership in order to represent the wide diversity of voices and backgrounds of music managers.

We're independent, not for profit and all our income is reinvested in our work."

From Who and Why to How?



How? 2018

1. Educate: We support managers' continuous professional development in an evolving music industry

- ▶ Based on our code of practice we inform, advise, educate, train and develop a manager's knowledge and skills throughout their career from student onwards through: we do this through our associate programme putting speakers into universities and offering student memberships.
- ▶ For current managers we offer 3 levels of training 1. MMF Essentials, 2. Mechanics of Music Management evening courses 3. advanced digital seminars with Music Ally., regular training events with associates and start ups, guides, speakers on industry conferences, weekly newsletter, ICYMI, resources 101s and guides, articles, YouTube channel
- ▶ We support peer learning by connecting managers to each other - MMF Tribes, brunches, mentoring, socials, ad hoc networking, Twitter, Facebook group, our annual Artist and Manager Awards celebrate best in class.
- ▶ Through the Accelerator programme we intensively support emerging management talent both financially and through education
- ▶ We also support good mental health practices to ensure more sustainable careers both for managers and their artists through our Guide and signposting to professional support services

How? 2018

2. Innovate: We create opportunities to develop and grow artists' businesses

- ▶ We provide offers & discounts, connect managers to industry start ups and associates, organise USA network and events, showcase talent by playlists
- ▶ We campaign to ensure the role of the manager is recognised and compensated by funding bodies.
- ▶ Through our EMMA network we offer global connections and regular international manager networking events at MIDEM, Eurosonic, Great Escape, Reeperbahn, SxSW, Canadian Music Week.
- ▶ We help managers understand the options for artist investment including Amplify, MEGS, PRSF and through our manager bursary help managers focus full time on their professional career.
- ▶ Through our associate programme we connect managers to companies and run seminars and training for their services (Deezer analytics, chart metrics,
- ▶ MMF membership stands as a professional standard of endorsement (legal advice/dispute resolution)

How? 2018

3. Advocate: We provide a **collective voice** and leadership to hold the business to account effect change for a more accountable and transparent music industry

- ▶ We engage, advise and lobby industry associates and wider industry on issues relevant to managers.
- ▶ We provide a check on global corporate interests holding them to account in the interests of artist and fans.
- ▶ Campaigns: Dissecting the Digital Dollar (including all issues around digital royalty rates, copyright review and lump sum payments), FanFair - promoting face-value resale options, scrutinising Collective Management bodies - PRS, PPL and internationally.
- ▶ We represent members views in consultations & submissions to government UK/EU/US, comment and statements in media, membership of UK Music, research, EMMA, Council of Music Makers, dialogue with collecting societies.

How? NEW 2018

4. Diversity: We aim to represent the widest selection of music managers in the UK and engage with our community globally

- ▶ We continue to recruit members and grow and engage our network so we are truly representative of the wider management community.
- ▶ We are expanding our outreach to managers across background and genres including regional activity outside London.
- ▶ We have transformed our governance to regularly rotate our Board to bring in new voices.
- ▶ We are working with manager networks across the world to develop a global perspective of the industry.

(Y)our priorities 2018 in order of size

Collective Voice **Dissecting Digital Dollar: the Song Equity**
shares/lump sums **Grow Membership across UK** Associate
income **GLOBAL network** Education programme **EU Copyright**
Relationship with Major Labels/BPI /**Spotify/** YouTube/ **Facebook**
Fan Data University engagement **Transparency** Increase Diversity User-
Centric Licencing '**middle-tier**' RDV managers PRS/PPL
accountability US Visas Council of Music Makers **FanFair** US Radio Play
New tech services **EMMA** role of managers research:business models &
contracts **Accelerator**