



## Code of Practice: Educational Resource

### PRINCIPLES THAT GUIDE A MUSIC MANAGERS PRACTICE.

- **Putting the artist first** and recognising the artist manager relationship should be based on mutual respect.
- **Understanding the music industry** and making the industry work for the artist.
- **Understanding the artist's place in the industry** and knowing the right business transactions to make that maximise the career of the artist.
- **Believing in the artist's product** - having a strong and passionate belief in the work of the artist and their potential to develop.
- **Making the right decisions** at the right time to push the artist's career forward.
- **Knowing the wider marketplace** and how to work outside the music industry to guide the artist's career.

### THE MUSIC MANAGERS ROLE

The manager's role covers the following areas.

Representation - acting as the artist's central link within and outside the music industry.

Strategic thinking – thinking and planning the artist's career in a systematic and logical way.

Leadership – leading the artist's development as a business and brand.

Decision making – looking at all the business options put forward to the artist, prioritizing, negotiating and making the best possible decisions that drive the artist forward as a business.

Organisation – coordinating artist activities and making sure they get to the right place at the right time, properly prepared and safe.

Implementation – getting things done efficiently and effectively.



## COMPETENCIES THAT GUIDE A MANAGER'S WORK

### Knowledge/ Understanding

- Demonstrates knowledge of the music industry, the artist and the artist's place in the music industry and knows how to put that knowledge into practice.

### Strategy

- Can think strategically in the best interests of the artist.

### Accounting/ Finance

- Has a financial understanding of the music industry, how various stakeholders contribute to the artist's financials and how to make sure all revenues payable to the artist are maximised.

### Legal/Contractual

- Understands all traditional contractual models from various revenue sources - including new media agreements and knows how to make them work for the artist.

### Marketing/ branding/ sponsorship

- Understands the place of merchandising, branding and sponsorship. Knows how to match the artist to the right brands, sponsorship and merchandising opportunities.

### Sync

- Can identify and secure the right sync and brand partnerships – selling the sync and the brand to the artist and potential sync and brand partners.

### Music Publishing

- Understands music publishing and the variety of ways in which the artist can earn royalties through publishing.

### Live Events

- Can manage live performance – planning, budgeting, accounting (including tax and insurance) and logistics (nationally and internationally).

### Recording

- Knows how to schedule recording and the marketing, promotion and release of recordings nationally and internationally.

### Negotiation

- Has strong, flexible, negotiation skills with artist, professional representatives (e.g. lawyers, publishers, recording industry, media, marketing etc.) other possible stakeholders.



#### Business Acumen

- Can develop and make deals that are in the best interest of the artist and demonstrate the integrity of the manager as someone to do business with.

#### Networking

- Recognises the importance of networking and the value of personal communication skills.

#### Political Stance

- Knows how to politically manage their business, career and their artists' careers.

#### International

- Has a broad understanding of the international music industry and understands nuances of different markets and the challenges of working an act overseas.

#### Digital

- Keeps up-to-date with Digital/ New Media and other technologies – understanding the threats and opportunities that technical developments offer.

#### Copyright

- Understands the main principles of copyright; licencing vs assignment, the different aspects of Publishing/Recording (Master) rights and neighbouring rights and how to manage these.

#### Image

- Understand and know how to work with image rights.

#### Health and Safety

- Acknowledges and understands health and safety in the context of the artists working environment.

#### Labels

- Knows how a label works and how to build an artist owned label/publisher and relevant products.

#### Public Relations/ Media

- Understands how to work with public relations and the media.

#### Continuing Professional Development

- Values personal development and broader business skill development that contribute to a successful managerial career in the music industry.

#### Vulnerability

- Understanding the legal frameworks that govern supporting young people under the age of twenty-one who may be emerging or established artists.
- Understanding issues related to alcohol, substance abuse, work/life balance, resilience, mental health and all aspects of wellbeing support for themselves and their clients.