



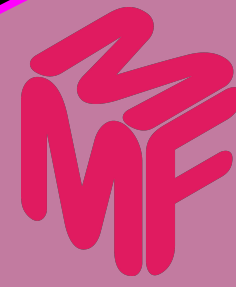
The MMF in 2024

A look back at 2023



- Our membership grew to 1,500 members
- We held events across the country in London, Edinburgh, Cardiff, Belfast, Glasgow, Liverpool, Margate, Brighton, Liverpool, Wrexham, Newcastle, Manchester and Gloucester.
- Internationally we supported our member managers in Austin, Hamburg, Amsterdam and Sydney.
- We celebrated the 5th Anniversary of the Accelerator programme, and secured funding for a 6th year from YouTube, Arts Council England, Scottish Music Industries Association and PPL
- We piloted an Advanced Manager Retreat and delivered an intensive manager development programme in Wales.
- The MMF website was relaunched with refreshed look and improved functionality.
- Celebrated the successes of artists and managers at the Artist & Manager Awards
- Expanded our network of Associate Partners, helping you connect with trusted professional service providers.
- Put words into actions in recruiting one of the most diverse Boards in the sector. We are also pleased to have brought in Scottish representation.

Vision and mission



Our VISION is for all UK managers, and artists to see MMF membership as essential, and a badge of professionalism and integrity.

Our MISSION is to effectively support a diverse, representative and professional community of music managers develop their careers, through:

EDUCATION:
professional development and lifelong learning offering formal training and events and including programmes like Accelerator & informal peer-to-peer knowledge sharing through our forums.

INNOVATION:
opening up business opportunities by connecting managers to innovative companies to grow their businesses. Also to build knowledge on grant funding and investment opportunities.

ADVOCACY:
providing a respected & influential collective voice (based on robust research and debate) to affect change for a more accountable, transparent and healthy music industry.

MMF CODE OF PRACTICE

Membership Developments



This year we will:

- Introduce Direct Debit as a way for you to pay for membership, the easiest way to pay for membership. We are also offering a discount for members who switch to this payment method.
- Continue our community and regional outreach by hosting meet-ups and workshops across the nation and making manager connections internationally (via EMMA, AAM, MMF Canada)
- Ensure your member benefits reflect what you need from your membership body
- Help you get the most out of your new MMF website, which includes even more resources than ever
- Get out and about meeting members on the ground at their place of work (shout if you want a company visit)
- Help grow your business overseas via the EMMA network's market spotlights and international genre networks

Comms and member engagement



- We have recently increased our comms provision with Ciarán joining the team. He produces the weekly member newsletter and is a social media whizz, making our content for Instagram, Facebook, LinkedIn, X, YouTube and TikTok channels.



Make sure you're following us to ensure you always know what's going on in the MMF community and get the most out of your membership - from events, to professional development to our advocacy work on the issues affecting you as managers.

- There are opportunities to get involved too. Let us know if you'd like to appear in our weekly Member Spotlight feature.



Industry Partnerships



- Our industry partners help us raise MMF's profile and give you access to training and insights that will help you grow your business.
- We continue to work with YouTube, Amazon, and TikTok and during 2024 will also be strengthening our relations with key industry players including lawyers, labels, publishers and agents.
- Learning more about how these companies work with managers will broaden the range of support we can offer and upskill managers on key business areas.
- With a myriad of business tools available, we are also developing a strand of work that will look at what managers successfully use to run their businesses.
- We will continue to ensure our partnerships are high quality and deliver tangible benefits to members.
- If you know of great companies who want to work with the wider community of managers and support our work let us know!





Education Associate Partnerships



We work in partnership with these educational institutions to deliver professional development that trains the next generation of music managers.

Training Courses



Our four core training courses will continue to run throughout 2024

Essentials of Music Management: How to build a team, the role of PRS, PPL, lawyers, accountants and insurance brokers, the MMF Code of Practice, when acts are market ready and more.

Essentials of Live & Touring: Tour management, budgeting, visas, finance, insurance, your personal tour plan and more.

Mechanics of Music Management: Artist revenue streams and business models, music rights and record deals, music publishing, fanbase building and direct-to-fan relationships.

Digital Marketing for Music Managers: Cost-Effective Music Marketing, Facebook/Instagram for Pros, Google Ads For YouTube, Streaming Marketing For Pros and more.

We have new modules in development that will cover the essentials of live and touring, advanced live & touring, song management & music publishing, and PR & marketing

We are also testing CLOCK accreditation, Mental Health First Aid and Negotiation Skills courses

If you have other areas of learning you want us to offer courses/focus sessions on let us know!

Our public funding commitments

As an **Arts Council England** national portfolio organisation (NPO) we deliver an extensive range of training and professional development opportunities for music managers including:

- Accelerator, in partnership with YouTube, Scottish Music Industry Association and PPL
- British Music Experience @ SXSW
- MMF Tribes in Manchester, Croydon, Swindon/Bristol, Newcastle and genre based networks
- Develop sustainability resources and workshops
- Attending conferences across the UK to meet members and host meet ups building community



In conjunction with **Creative Wales** we have:

- Provided 10 x Unite training scholarships
- Delivered 3 Essentials of Music Management courses in Cardiff, Wrexham and Swansea
- Actively recruited members and engage with the Welsh music manager community
- Made Welsh translations of the Mental Health and Deals guides
- Host(ed) MMF Manager Meet Ups and workshops at Focus Wales in 23 and 24



Our work with **Creative Scotland** and the **Scottish Music Industry Association** involves:

- Financial support for two Scottish managers on the Accelerator programme
- Expanding the MMF's presence with Wide Days 2024



We are also developing 3 sponsored membership packages in the north east with **Generator**

Managing Expectations 2023



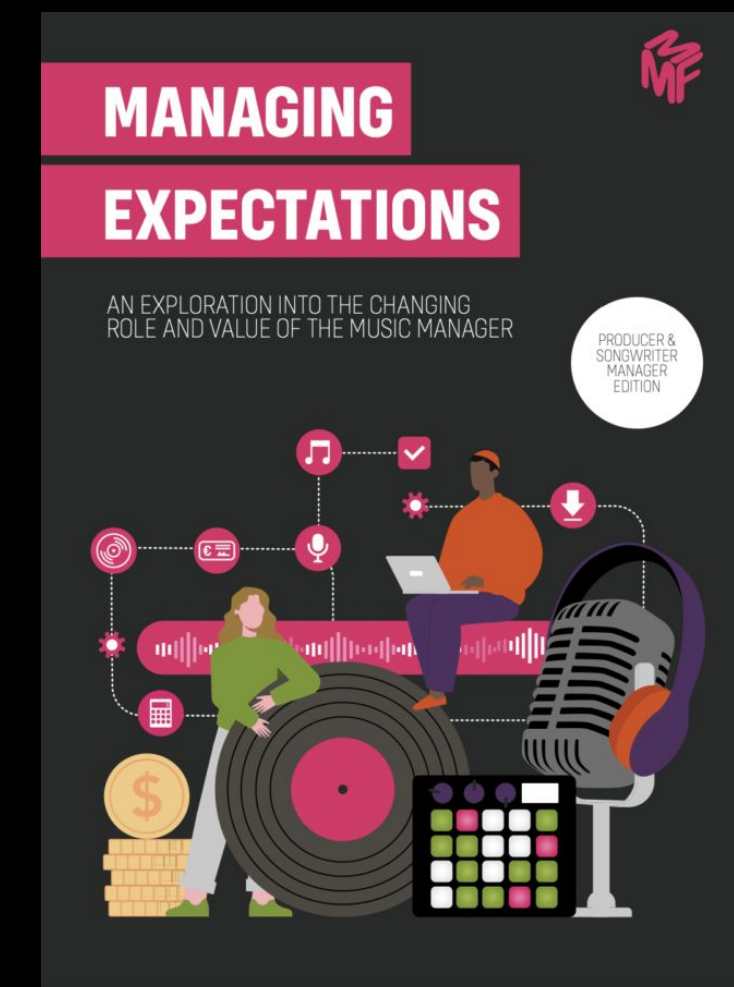
The next edition of Managing Expectations will be released at The Great Escape in May, focusing on:

Top 5 Skills for future success

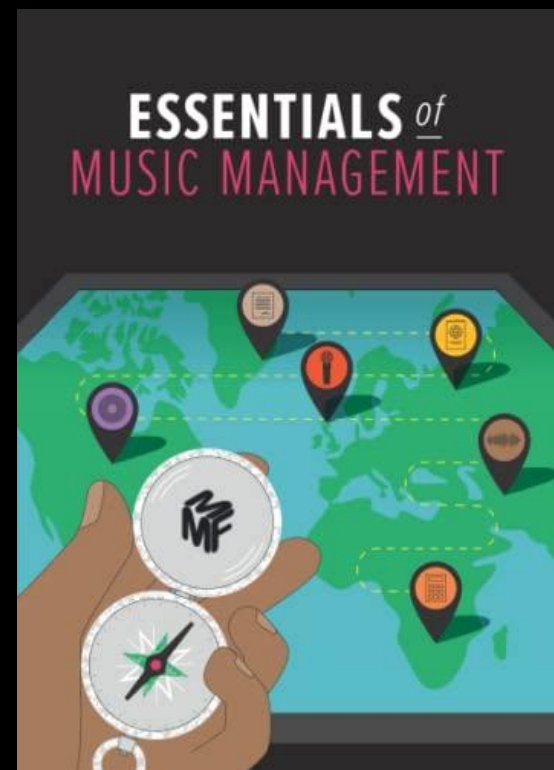
1. Managing vulnerability, health and or wellbeing
2. Legal & Contractual Negotiation skills
3. Accounting and Financial planning
4. Marketing
5. Music Publishing

Top 5 Barriers to Growth

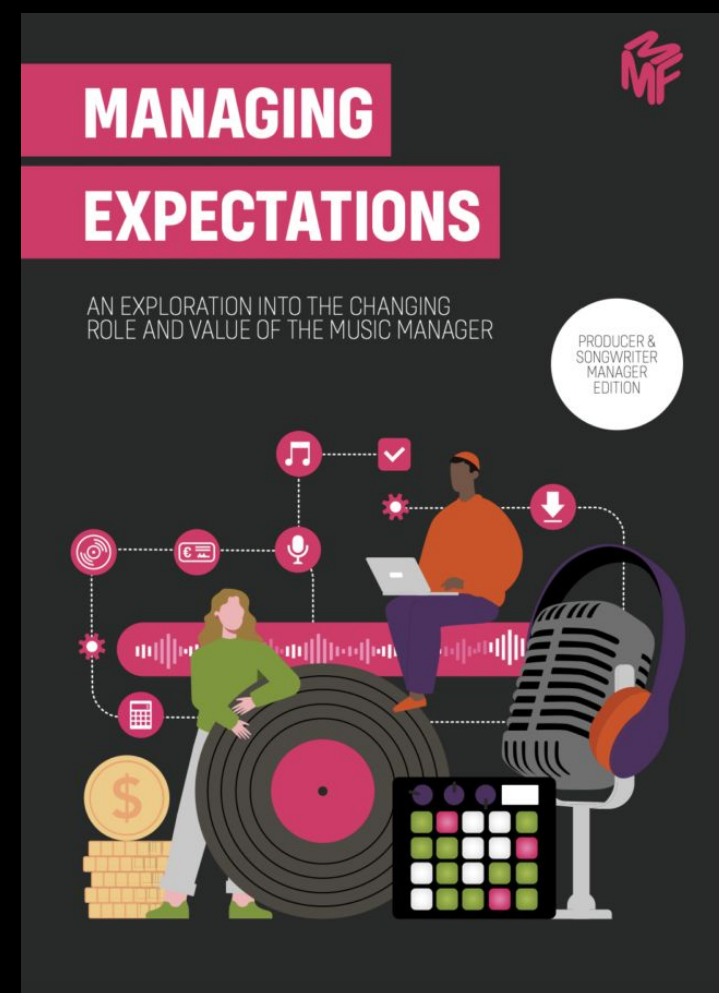
1. Access to early career finance for artists/creator
2. Better transparency across the industry
3. Access to early career finance for managers
4. Access to growth investment for music managers
5. Access to affordable skills development and training



Research and publications



MMF will continue its programme of research throughout the year. Alongside Managing Expectations we will also produce reports on publishing rights and song royalties, the value and impact of managers, and the economics of live & touring.



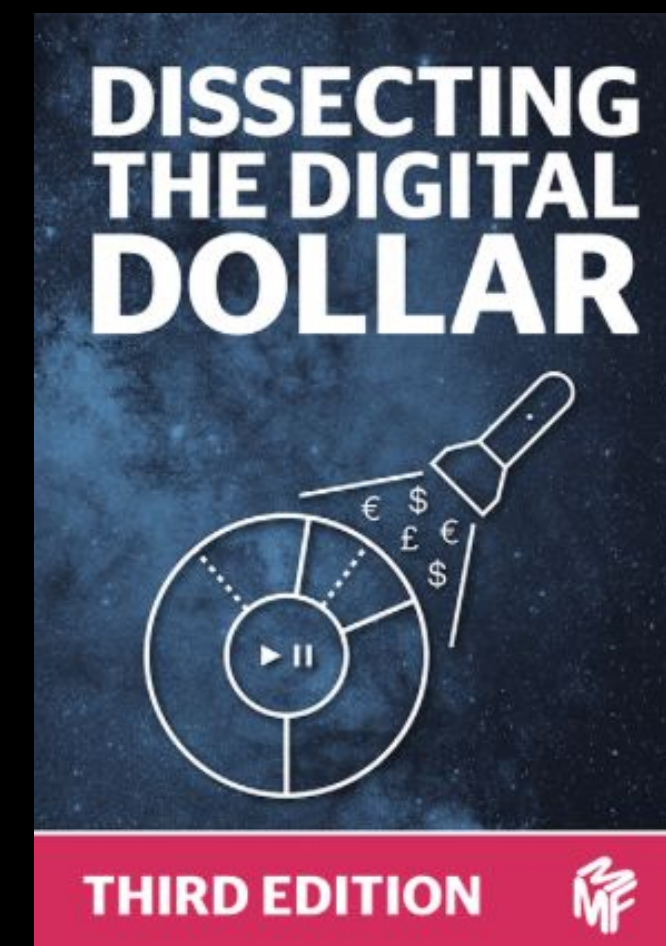
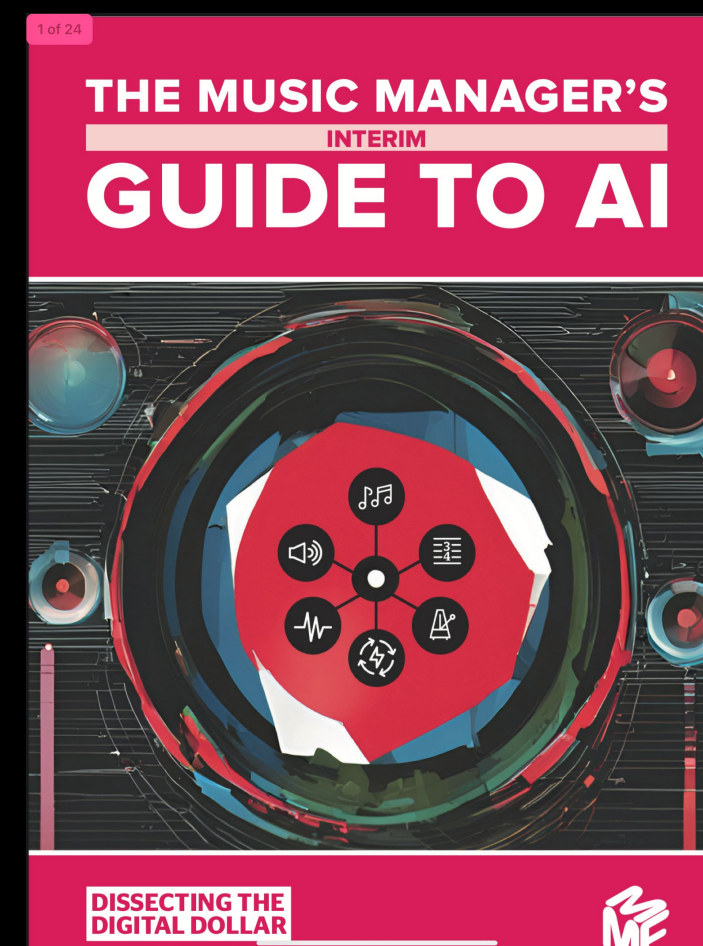
This year we intend to make our publications available as e-books and are also exploring the idea for a jointed up Artists Guide to working with Managers with The FAC.

Advocacy: Policy & Campaigns



With a General Election looming, our advocacy and campaigning work becomes evermore imperative. Key policy areas being:

- Value of Managers: Music Manager as professional talent agents, scoping of certification
- Economics of Streaming: enforce IPO codes on transparency & data, negotiate agreement on fair remuneration.
- AI: ensure artists right to Consent, Control and Compensation
- Live: Grassroots music levy, cost of touring, FanFair/ticket fees
- Influence sustainability and climate action within our membership and wider sector
- Joined up industry campaigning and deeper outreach within the sector (via CMM/UK Music/LIVE)





Governance

- Our Chair, Paul Craig, and Vice Chair, Kwame Kwanten, are both stepping down from the Board in September having reached their maximum term of 6 years (2 terms).
- In total there will be five seats available on the Board and we encourage members to consider standing and contributing expertise.
- The MMF Board strives to balance existing expertise with new talent ensuring diversity of representation across age, gender, ethnicity and regions as well as music genre. If you are interested in standing please contact Annabella to arrange an informal chat.
- Board nominations will open June-July 2024 with voting running August-September 2024. The Board will be announced at the AGM in September and a new Chair and Vice Chair elected by the new Board following this.



To summarise

Representation & Diversity

- Continue to grow the MMF community
- Expand diversity in leadership and representation (in genre and age) in the 2024 Board and Chair elections

Education

- Expand and tailor our education offering to meet identified need (publishing, live & touring, business tools)
- Explore possible manager certification as alternative to mandatory licensing
- Publish new research and publications that amplify thought-leadership and policy goals (economics of LIVE, workforce report, publishing guide)
- Produce quarterly reviews of research into Audience insights to summarise data for managers

Innovation

- Increase awareness of MMF's work with the industry (labels, lawyers, pub, agents) including MMF's Code of Practice
- Explore business tools used by managers
- Continue to expand the Associate Partnerships programme with relevant companies for managers

Advocacy

- Maintain momentum on economics of streaming work despite the General Election
- Ensure voice of managers is heard in grassroots music inquiry and that artists are included in a Grassroots fund
- Support FanFair campaign for change in law following Election