

EUROPEAN MUSIC BUSINESS TRAINING



Music
moves
Europe



Co-funded by
the European Union



Hamburg

FM Hamburg
Music



IMMF
International Music Market Forum

promus



Project activities

EUROPEAN MUSIC BUSINESS TRAINING

REGISTRATION FOR THIS SESSION IS POSSIBLE AS OF NOW

EUROPEAN MUSIC BUSINESS TRAINING

REGISTRATION FOR THIS SESSION IS POSSIBLE AS OF NOW

EUROPEAN MUSIC BUSINESS TRAINING

REGISTRATION FOR THIS SESSION IS POSSIBLE AS OF NOW

TikTok in the Music Industry

with Steffen Geldner (BERMVDA)

In this workshop, Steffen Geldner (BERMVDA) will present TikTok as a marketing tool. Digital self-marketing has changed fundamentally in recent years. While it used to be possible to grow organically quickly through good content, the marketing of music-related content has become much more complex due to algorithm- and data-driven platforms. On TikTok there is (still) the chance to grow quickly, organically and without using large budgets.

23 February 2023, 4:00 to 5:30 PM
Online Session via Zoom

How to kick-start your plastic-free journey

with Camille Guitteau (Bye Bye Plastic)

Climate change is the most defining challenge of our time, not to say of humankind. Among the set of challenges we are due to solve, a few categories emerge as keystone: oil & our dependency to fossil fuels is one, as much as is our single-use culture, putting an increasingly tangible toll on our lifestyles.

In this webinar, Bye Bye Plastic Co-Founder and Managing Director Camille Guitteau will provide a framework for approaching one of the first & most essential chapters of a sustainability journey in the music & events sector: how to phase out your plastic consumption.

30 March 2023, 4:00 to 5:30 PM
Online Session via Zoom

Tool-Time with: Chartmetric

with Michelle Yuen (Chartmetric) & Jake Beaumont-Nesbitt (IMMF)

Chartmetric is a music analytics platform that provides unique insight and market data, helping users across the music industry understand how, why and where audiences are discovering tracks and artists on streaming, socials and traditional media. Join us for a live demonstration where Michelle Yuen will showcase the Chartmetric platform and share insights and best practices. The session will be followed by a Q&A moderated by Jake Beaumont-Nesbitt (IMMF).

6 April 2023, 4:00 to 5:30 PM
Online Session via Zoom



Project activities



└ Main Outcomes

- Implementation of sustainable training vs. Time
- Establishment of network vs. Time
- Ideas of expansion – but Creative Europe application rejected
- Positive feedback – great interest – high demand

└ Main outcomes

F5 What other topics would you like to see in future sessions?

Beantwortet: 8 Übersprungen: 14

#	BEANTWORTUNGEN	DATE
1	Online Marketing, Google ADs and music, mit sehr wenig Geld auf Google richtig werben!	4/20/2023 6:58 PM
2	I would be happy to give another course about the developments of AI in the music industry, risks and chances. The technology is evolving so quickly that I think there is still a lot to talk about.	4/17/2023 11:14 PM
3	web3 in music industry	4/10/2023 12:15 PM
4	AI and Spotify	4/5/2023 6:36 PM
5	YouTube Shorts	2/24/2023 2:24 PM
6	New developments in the music industry are always good to know	2/24/2023 12:06 PM
7	The program is appealing and contemporary, perhaps it could feature a course about data acquisition/purchase, and a course on how to better use and maximise Spotify.	2/24/2023 10:28 AM
8	Artist Management	2/24/2023 9:36 AM

└ Recommendations

- generate more attention for education and training offers (and all other projects!) at for example conferences throughout Europe
- More meet-ups with other projects – even considering „guided“ meet-ups/ workin groups
- Longer timeframes for implementing projects

Contact

Hamburg Music Business e.V.
Hamburg, Germany

E: sarah.amirfallah@musikwirtschaft.org

W: www.musikwirtschaft.org