

Music Marketing and Promotion

Venue: Waitakere Enterprise, 4 Henderson Valley Road, Henderson

Date: 17th September 2008, 9am - 4.30pm

Fully funded by New Zealand Trade and Enterprise

Originally developed in association with Independent Music New Zealand (IMNZ) this workshop is designed to help businesses in the music sector raise their profile. We will review and explore promotional skills, publicity plans, and more, all supported by real-world examples.

- Target Markets: understanding your fans, their lifestyle and their values
- Establish a reputation: Your branding and image
- Winning over the media
- Promotion: What is your media strategy?
- Creating a loyal fan base / Fan base management
- Viral marketing
- Radio - getting on air
- Getting out there: Events, touring and gigs
- The effect of technology and web
- Distribution and retail Strategy
- Sponsorship management and merchandise

All registered workshop attendees are entitled to a one-on-one coaching session after this workshop.

"A great day. Probably one of the best presenters and presentations I have attended."

**- Emma Darwen, The Media Counsel Ltd. |
Orpheus Entertainment**

"Today's training was very industry specific and the presenter was very knowledgeable about the music industry, about business and about marketing. An excellent day."

- Stephanie Crawford, Pied Piper Investment Ltd.



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To register your interest please email Rachel James rachelj@waitakereenterprise.co.nz
or call 09 839 0882