



OFF THE RECORD

Music Industry Advice From Those In The Business

Information For Event Partners

Off The Record is a series of one-day events for 14-25 year olds interested in a career in the music business, or as musicians, which has taken place across ten locations in Scotland since 2013. It covers essential subjects which are often omitted in the formal education sector and also gives an overview of accepted industry standards to help young people avoid, unfavourable deals.

Topics are selected to be relevant to all genres and include releasing music, organising/getting gigs, promotion, claiming royalties through collection societies and the many career paths in music. Guest speakers are hand-picked to be relevant to the age group, both in terms of attainment and offering advice and opportunities.

Off The Record events have led to numerous outcomes including airplay (BBC, Amazing Radio and Summerhall Radio), festival/gig bookings and employment (studio, management, promoting). Participants making music are also given the rare opportunity to receive constructive feedback from industry professionals, and encouraged to make connections with speakers and each other.

Key survey data gathered during the current series of events includes:

-90% responded level of the talks was *perfect*

-98% responded they are now *more confident* about the music industry

-92% responded they *definitely use* what they learned at the event.

Off The Record is organised by Born To Be Wide, the community interest company which hosts Wide Days, Scotland's award-winning music industry convention and showcase event. It is supported by the Scottish Government's Youth Music Initiative (YMI) programme, which is administered by Creative Scotland.

Target Audience

Off The Record is open to anyone aged 14-25, with a focus on those young people outside the formal sector and in the top 15% of the Scottish Index of Multiple Deprivation (SIMD).

There is a nominal charge of £2 to ensure the individual commits and includes lunch and a voucher to digitally release a single, worth £25. Where cost is a barrier to entry, free places are available.

Partnership Opportunities

Born To Be Wide CIC is seeking partners to host the two final events in the current series before the end of February 2017. The aim is to work with established organisations, venues, companies or individuals with a track record of delivering youth events within their communities to ensure the content and speakers meet the priorities of local audiences.

One Off The Record event should be hosted in the Highlands & Islands region.

Requirements From Partners

While Off The Record benefits from the support of the Youth Music Initiative, The Robertson Trust and EmuBands, 25% of the total budget for each event comes from local partners.

The contribution has hitherto varied slightly depending on the location, but the average package has been £1000 and has also included provision of venue and AV (sound, projector and screen).

Partners play a key role in identifying and attracting the audience, which should be between 70-100 participants. To generate this number a pro-active approach is essential and a marketing plan based on the most successful partnership is included below.

Particular attention is drawn to the requirement that partners personally contact potential participants by email and/or phone, or in person.

Intended Outcomes

- Demystify the music industry, providing young people with practical advice and knowledge to enter the business.
- Make attendees feel more confident about entering the music industry.
- Encourage participants to interact with each-other in order to build their self-esteem and networking skills.
- To highlight the many career paths in music, available to young people.
- To provide the first point of contact for young people making music independently, and those with limited access to support and guidance.
- Complement, and highlight, other music and training initiatives in both the formal and informal, sector.

Provisional Schedule

Off The Record will be delivered as a one-day event from 1000-1700hrs with core seminars titled Releasing Music, Organising/Getting Gigs, Working In Music and Promoting Music.

In addition the programme includes 2-3 short sessions, examples of which include: music photography, digital services for musicians and genre specific/local specific areas of interest.

The lunch break will incorporate a networking component aimed at encouraging participants to connect with their peers.

Find Out More

Off The Record

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