



Education, Audiovisual and Culture Executive Agency

Creative Europe - Culture

4	607350-CREA-1-2019-1-FI-CULT-COOP1	FI
European Music Managers Mentorship Activation		
Original Budget	Maximum Grant Awarded	% Awarded
99.870,00 €	59.922,00 €	60,00 %
Role	Organisation Name	Country
APP	Manager's Forum Finland ry	FI
PAR	MMF Nederland	NL
PAR	Music Manager Forum France	FR
PAR	Music Managers Forum Sweden	SE
PAR	NORWEGIAN ENTERTAINMENT MANAGERS & AGENTS ASSOCIATION (NEMAA)	NO
COMPENDIUM		
<p>European music managers organizations - working together under the banner of the European Music Managers Alliance (EMMA) - are launching a project to improve the business and financial skills of Europe's music managers with a mentoring and networking programme. The role of music manager has changed dramatically as the industry has diametrically shifted towards a digital world. As revenue streams in music have increased and many are shifting more directly towards artists, managers are also benefiting and are thus able (and necessitated) to invest increasingly in artists. This decentralizes the culture of the major labels and shifts the balance of power in the music industry ecosystem back to artists. With this shift, however, comes a need to support manager through funding and education. This need to build capacity through training and education of music managers, across national borders in a globalized industry has all but erased the geographic borders that previously contained music markets. European regions have different ways of adapting to the changing models and a cross-spectrum of management models and prototypes will be of great benefit to others across Europe.</p> <p>Additionally, this programme will enable international cooperation amongst music managers as well as open up career opportunities not only for them, but for their artists, thus also facilitating the promotion of cultural heritage (music) by European creators across the continent.</p> <p>The Mentorship aspect of the programme will take advantage of the experienced, diverse "expert" managers in EMMA (as mentors) and connect them to a developing cohort of younger, less experienced managers, pairing them in a year-long programme that includes Skype meetings twice a month and a series of structured face-to-face learning opportunities. The Networking aspect of the programme will serve as outreach to music managers across Europe to create new professional opportunities and grow their business.</p>		