

Report Seminar #3– Lighthouses

Brands and communication: how to improve the visibility of a musical project and its business opportunities.

Vic, Mercat de la Musica Viva. 17th, 18th, 19th September 2014

Summary of the project

LIGHTHOUSES is a professional training programme carried by seven organisations (Live DMA, ACCES, Court Circuit, Clubcircuit, Dansk Live, FEDELIMA, Live and VNPF). The aim of the project is to have a prospective vision of: what will be our venues and our occupations in 5 years? What is our future, how our business model have to evolve, and how we have to deal with the evolution of our sector? This project aims to identify the skills and abilities needed in artistic professions on the European scale; through international workshops and exchange of good practices and experiences. The purpose of LIGHTHOUSES is to define a European nomenclature, shared by these 3 categories of jobs. In order to identify the scope of employability on a European level, at the end of the project we will produce job descriptions and focus on the skills and abilities needed by these professions. This work will be done by professionals in the cultural field, and it will end with the creation of a “quality label”.

Purpose of Seminar #2

While the 2 firsts seminars were focused on directors and programmers professions, this seminar gathered people in charge of communication and marketing in the different European music venues. More than 40 professionals joined the seminar. This seminar was organised by the Spanish organisation ACCES and took place in Vic, a medium-sized city in Catalunya. Its configuration in a smaller event and its organisation through workshops lead to a lot of formal and informal exchanges between the participants from different nationalities. The goal was for them to share about how they work, what tools and skills they need, and to inform them about new brand strategies.

Objectives:

- Understanding and value of “Brand” concept.
- Identifying Brand and business. Enhancing audiences through the Brand.
- Knowledge and implementation of new resources in branding development.
- Optimization of existing tools in branding development.

Summary of workshops and conferences:

Workshop: day 1 and 2

On the first day, the participants first quickly presented themselves. It is interesting to note the different qualifications to their jobs: “marketing manager”, “communication manager”, “responsible of organisation”, “programmer and communication and everything”, “in charge of communication”, “press and public relations”, “booking and communication”, “communication, ticketing and volunteers”, “promotion and marketing”, “booker and promoter”, marketing coordinator”. So, this job can be seen on a “marketing” aspect or not, and either communicants are also working with different tasks (ticketing, volunteers, program...) either it means that promoters, managers or programmers are also doing some communication tasks in their venues.

Then, to facilitate the exchanges, the participants were split into groups of 5 or 6 people corresponding to different kind of venues with mixed nationalities. There were:

- 2 small sized venues groups (capacity until 350 people)
- 2 medium sized venues groups (capacity between 350 and 800 people)
- 1 large venue group (capacity over 800 people)
- 1 festival group

The 1st step of the workshop was to create concept for a venue or a festival, with the most description as possible, in order to build a communication plan about each venue on the second day. They had to find a name, a location, a program style, activities, subsidies or not, and the target audience. *Music circus, Simpel Festival, Sam Sam, Feel the room, Reflektor and Lighthouse* were the names created for the different concepts. Some concepts were Whatever the localisation (urban, suburbs, rural), and the size of the venue, all the artistic programs are balanced between emerging talents and well-known artists, with more and

more program dedicated to dance parties. The target audience is situated between 18 and 35 years old, focused on young people or young families with young kids. The concepts were invented as a mix of examples of all venues activities or focused on one scenario. For example, Reflektor is a prototype of a new music venue that will be located in Liege (Belgium). The communication strategy aims to be simple, working on refine aesthetics, and close to the target audience by the innovation of the tools used. The question of sustainability is important in the communication strategy, but it less and less showed as a “brand” for the festival or the festival, it heads toward being something integrated as “normal”. As this workshop was made in groups, it is difficult to report all the exchanges that must have happen during those moments. Here are some pictures:



Conference Day 2:

Lighthouses delegations were invited to an open professional conference in the Mercat de la Musica Area on Thursday morning about brands, contents, communication and business with the presentations of some innovating organisations and projects.

ZINC SHOWER.

How to create brands through communication

Zinc Shower is a movement that has been generated by and for the Creative and Cultural Industries (CCIs), driven by the most innovative companies and projects in the sector. They launch an open call to select 100 projects from the most innovative entrepreneurs of the Creative & Cultural Industries (our Showers) through a jury. And they have created the Zinc Shower Meeting-Show, a unique and transforming event which counts on the participation of entrepreneurs, professionals, students, investors, institutions, companies and the media to support innovation, collaboration, training, financing and entrepreneurship in the CCI sector.

<http://zincshower.com/>

MUWOM. Roberto Carreras, Muwom's manager

Discovering talents

Musical projects for brands

Created in 2010 by a team of professionals from a wide range of different sectors (web development & management, multimedia, technology, Internet, entertainment and music), MUWOM is a creative agency who facilitate the creation and development of musical projects for brands with a strategic vision of internet and new technologies. They deliver complete musical projects to brands, maximizing the benefit that they gain through musical sponsorship. The current situation in the music industry offers great opportunities to develop original brand projects. They work with Coca-Cola, Peugeot, El Corte Ingles...

<http://muwom.com/>

NOTIKUMI. Javier Campos, director and creator of Notikumi

Platform for concerts and ticketing

Collect datas

Emerged in 2011, Notikumi has become in three years one of the largest concert agendas and musical contents network in Spain. Its practical system allows synchronizing instantly a large amount of platforms and supports (web sites, Facebook, twitter...). They have developed a system that connects 37,000 Facebook pages of artists, music blogs, and cultural blogs in internet. Its creator, Javier Campos, has worked in music international companies such as Virgin and Emi (in Spain and Great Britain), before starting this new project.

<https://www.notikumi.com/>

IMPACT HUB BARCELONA

Cooperation area communicating on "Barcelona Brand"

This consulting office is part innovation lab, part business incubator, and part community center, they offer their members an ecosystem of resources, inspiration, and collaboration

opportunities to grow impact. An Impact Hub consists of three distinct elements. First, it is a vibrant community of passionate and entrepreneurial people who share an underlying intention to bring about positive change and act as peers to cross-fertilize and develop their ventures. Second, it is a source of inspiration that provides meaningful content through thought-provoking events, innovation labs, learning spaces, incubation, programs and facilitated conversations that support positive impact. Third, an Impact Hub is a physical space that offers a flexible and highly functional infrastructure to work, meet, learn and connect.

<http://barcelona.impacthub.net/>

SPEED PRESENTATIONS

New tools and resources allowing to improve the communication skills of musical business (venues, festivals, projects) were presented through speed presentations (5 minutes each) by apps, widgets and management & agenda systems developers.

- **Dinube** is a payment network system in Europe via QR Code. For the seller, this system lowers the taxes he has to pay for each purchase. The customer can follow his consumptions and charge his loyalty cards.
<http://www.dinube.com/>
- **Monking me** is a download platform. It is free for users but it gives money to artists. It has no advertisements but it gives information about the user. It gives access to music, tickets and merchandising. It has not been launched yet.
- **Red Clash** is a marketing agency for artists and creative industries with digital manager and mobile app.
<http://www.redclash.com/>
- **Audiosnaps** capture sounds, linked to pictures, to give more sensations to images. What is the difference with a video then? If a video tells stories, the photo+sounds tell a moment.
<http://audiosnaps.com/>
- **Greencopper** connects events and fans. 195 festivals in 19 countries use this application. They develop a new product for November 2014, "GoLive", for managers to create their own applications.
<http://www.greencopper.com>
- **Industria Musical** is a webplatform in Spanish for local music industry for Spanish speakers.
<http://industriamusical.es/>
- **Playmoss** is an application to organize your music online with different music sources on the same page.
<http://playmoss.com/>

Workshop day 3

For the last day of the seminar, the teams worked in groups to answer some questions and we discussed the answers all together.

Online vs. off-line media: Is it still cool to use posters/flyers? What works in your country? Where to be in the future?

Smaller venues need more communication paper but it is also different from cities to cities. The production of flyers is decreasing while posters are still appreciated. But some countries have specific laws where billposting is restricted. In Spain for example, you can only put posters in dedicated areas.

Vintage posters are sometimes used as communication and merchandising strategy, but it is an expensive approach.

Engaging artists: How can we collaborate with artists to engage their fans more in the future?

The concert arrangement is very important (barriers, bar access...) and we can develop the role of volunteers, making artists interviews...

Engagement: How can we engage the audience more via social media before, during and after the event?

The social network has to be active, for example by asking a lot of questions (ex : who would you like to see... ?) making the audience guess names, or use pictures from the audience (but isn't it officially forbidden to take pictures during the show ?)

Visual identity: How do you work with visual identity? How important is the visual identity for your venue/festival?

The logo is not the most important thing. It is more about having a main theme and trying to have cool and fun pictures.

During those workshops, the national networks associations also played the game to discuss what is the communication strategy for each network, and how can we imagine a

communication strategy for Live DMA. The communication is based on values (the charter), a target (Live DMA members and partners) and an image (which one?)

We discussed about tools we use and how, like facebook, twitter fourthsquare, mailchimp, hootsuite...

Most of the networks have a professional communication with newsletter and websites but they try now to reach the public as well. Facebook or twitter is not a very useful tool for the professional audience, but it can be resource for a larger audience, especially if you develop also artistic activities. If there is no news to send on facebook, it is interesting to “create a news”. Hootsuite is a social media management to help increasing social networks accounts. Mailchimp is a very important tool for newsletters, which can exist through different kinds or thematics. The associations also publish documents and brochures to describe their actions or their members during conferences. VNPF also organise an award ceremony for best venues, festivals, program and managers which is more and more popular.

How to create a community around Live DMA? It is also the responsibility of all national networks to talk about Live DMA than letting Live DMA doing its own communication on its own.

Satisfaction Survey:

After the seminar, we launched a quick satisfaction survey to the participants about the interest, the quality and the length of each workshop. 60% of the participants answered the survey. The global note average for the seminar is 3,55 so we can conclude that people were satisfied. The most appreciated workshop was on Wednesday, the presentation and 1st workshop to get to know all the participants and on Friday morning (questions to discuss in group and all together). The less appreciated was on Thursday morning (brands presentation).

Participants also wrote interesting comments in the quick survey. In general, they think this seminar was a great experience of exchanges, but the limited time they had during workshops was maybe too short to make a deeper work, less superficial.

List of participants and contacts:

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