

Action plan, Live DMA June 2020- June 2021

Decided by the board

Strategies	Measures	Activity	Success factors & KPI	Financing
MAIN GOAL: Live DMA influences the political agenda for the live music sector in Europe				
Build strong partnerships in the music sector and beyond	Contribute to the formation of new partnerships. Have close communication with other networks and make sure the outcome is beneficial to the live music sector	Reference group for Music Moves Europe	<ul style="list-style-type: none"> Project applications for the "small venues cooperation" MME call followed-up by Live DMA are selected New preparatory action call(s) are launched with a programme for the live music sector 	3 500€ for partnership meetings in 2020 5450 € for partnership meetings LSE year 4 The European Commission covers the costs for the Dialogue Meetings
		Take part in the European Music Council	<ul style="list-style-type: none"> Be part of the developing of Agenda for Music and make sure its beneficial for the European music sector. Do joint advocacy actions Be part of their board 	3 500€ for partnership meetings in 2020 5450 € for partnership meetings LSE year 4 The European Commission covers the costs for the Board Meeting
		Advisory Board – Music Moves Europe Talent Awards	<ul style="list-style-type: none"> Recommendations from Live DMA and its members are integrated in the programme 	3 500€ for partnership meetings in 2020 5450 € for partnership meetings LSE year 4 The European Commission covers the costs for the MMETA Meetings

		Live DMA Forum	<ul style="list-style-type: none"> Active participation and/or implication of partners & networks at the Forum 	For LSE year 4 : 12 375€ of travel & subsistence; 3 200€ in communication; 1 200€ for moderation
		Artist campaign	<ul style="list-style-type: none"> Encourage additional contributions to the campaign from Live DMA members & network partners Artists Campaign as a base to connect and develop activities related to artistic matters 	Financed through staff costs
Be the identified and natural interlocutor for decision makers in questions concerning the live music sector	Be actively involved in the decision-making processes that could alter the conditions for the live music sector	Overall Communication strategy	<ul style="list-style-type: none"> Produce regular and qualitative content about the ongoing processes of the European cultural and live music sector and share it via the network's external communication channels; Good media relay & public reception by European institutions and partners of our activities and advocacy work; 	Financed through staff costs + 10700€ communication costs for LSE year 4
		Live DMA Forum	<ul style="list-style-type: none"> Organise a Live DMA Forum to share the issues raised and solutions found by the network during the last four years Invite relevant EU decision makers to attend the event 	Financed through staff costs for LSE year 4 + 12 375€ of travel & subsistence; 3 200€ in communication; 1 200€ for moderation
		Live DMA Reception at EU Parliament	<ul style="list-style-type: none"> Organise a Reception at the EU Parliament on the Open Club Day & Live DMA Forum 	3 500€ for partnership meetings in 2020

			with the presence of MEPs from the CULT Committee	5450 € for partnership meetings LSE year 4 800€ in reception for LSE year 4
		Participate in public hearings and other decision-making processes that affects the live music sector	<ul style="list-style-type: none"> • Document effects of drafted documents and involvement in public hearings that was beneficial to our sector • Continue our dialogue with WHO on Music is not noise 	3 500€ for partnership meetings in 2020 5450 € for partnership meetings LSE year 4
Collect qualitative and quantitative data to make sure the live music sector is understandable to policy makers	Contribute to the sharing of data both internal and external and show the value of the live music sector	Resource platform	<ul style="list-style-type: none"> • Frequent updates of the Resource Platform with relevant information • Implement communication strategy to increase traffic on the Live DMA website • Be recognized & referenced by other EU organisations and by EU institutions as hub for resource on EU & live music 	Financed through staff costs + 1500€ for contents translation and advertising the contents on social medias during LSE year 4
		The Survey	<ul style="list-style-type: none"> • All members produce data for the survey • Data presentations at music conferences and other relevant events • Translate data into different communication format to increase dissemination of the Survey 	20 100€ staff cost and 6 800€ for Survey meetings during LSE 4

Live DMA drafts recommendations based on members inputs	Make sure that members have the possibility to share their experience and knowledge through easily accessible channels of communication	Resource platform	<ul style="list-style-type: none"> • Live DMA conducts flash studies among its members on precise topics in order to gather information produce resource overviews • Live DMA shares best practices from members via the inspiration blog feature 	Financed through staff costs + 1500€ for contents translation and advertising the contents on social medias during LSE year 4
		Members meetings	<ul style="list-style-type: none"> • Annual Members Meeting and informal online members meetings to facilitate communication and exchange between members 	12 000€ for an annual members meeting in LSE year 4
		Internal Communication	<ul style="list-style-type: none"> • Moderation of internal mailing lists for Live DMA members to bring forward their issues and exchange between members 	Financed through staff costs
		Webinars	<ul style="list-style-type: none"> • Thematic webinars with members participation to share best-practice and experience 	Financed through staff costs + 800€ in moderation for 2020

Main goal: Live DMA empowers live music actors with tools, knowledge and resources.

Facilitating exchange of knowledge, best-practice and networking across Europe	Actively contribute to the sharing of knowledge towards Live DMAs members and beyond.	Live DMA Forum	<ul style="list-style-type: none"> • The Live DMA Forum gathers all Live DMA members, members' members and live music professionals 	Financed through staff costs for LSE year 4 + 12 375€ of travel & subsistence; 3 200€ in communication; 1 200€ for moderation
		Contribute with content on relevant European music	<ul style="list-style-type: none"> • Live DMA is a natural contributor and go-to partner at European conferences: For 	3 500€ for partnership meetings in 2020

		conferences and create meeting places for our members	example: Eurosonic Noordersalg, POP MIND, Reeperbahn, ILMC.	5450 € for partnership meetings LSE year 4 Some costs can be covered by partners in case we participate to a panel
		Develop the resource-platform	<ul style="list-style-type: none"> • Frequent updates of the Resource Platform with relevant information • Implement communication strategy to increase traffic on the Live DMA website 	Financed through staff costs + 1500€ for contents translation and advertising the contents on social medias during LSE year 4
		Develop the General Assembly as the most important meeting place for our members	<ul style="list-style-type: none"> • All members and potential future members attend the General Assembly 	Online general assembly in 2020 : 200€ online tools
		Webinars	<ul style="list-style-type: none"> • Thematic webinars with members participation to share best-practice and experience 	Financed through staff costs + 800€ in moderation for 2020
		Communication	<ul style="list-style-type: none"> • Regular sending of internal newsletters with relevant information for the members, • Production of the Live Style Europe Podcast and dissemination; • Produce regular and qualitative content about the ongoing processes of the European cultural and live music sector through all our communication channels; • Good media relay & public reception by European institutions and partners of our activities and advocacy work; 	Financed through staff costs + 10700€ communication costs for LSE year 4

			<ul style="list-style-type: none"> • Develop mailing lists and media contacts for sending of external news and media statements. • Develop new communication formats targeting specific audiences (e.g. special newsletter for research & university contacts) 	
Live DMA should influence the creation of new methodologies, research and education that are beneficial for the live music sector	Take initiatives towards cooperation with educational institutions and researchers and contribute with knowledge from our network	Arrange panels and meetings to share knowledge for relevant partners.	<ul style="list-style-type: none"> • Live DMA proposes content & experts to live music conference & other relevant events and meetings 	Financed through staff costs
		The Survey	<ul style="list-style-type: none"> • Live DMA members collect data and contribute to the European Survey • Live DMA presents its Survey results at music conferences and other relevant events • The Survey publication serves Live DMA to create partnerships 	20 100€ staff cost and 6 800€ for Survey meetings during LSE 4
		Take initiatives to develop new research aimed at the live music sector	<ul style="list-style-type: none"> • Live DMA is regularly consulted by researchers and institutes on its expertise • Ideally, Live DMA is a partner in the development of research papers and reports 	Financed through staff costs
Build easily accessible, adaptable and sustainable tools to encourage members' autonomy	Actively contribute to the sharing of knowledge towards Live DMAs members and beyond.	Resource platform	<ul style="list-style-type: none"> • Produce new and promote existing resource that respond to our members and members' members needs • Translate tools to encourage accessibility 	Financed through staff costs + 1500€ for contents translation and advertising the contents on social medias during LSE year 4

			<ul style="list-style-type: none"> • Create new tools and relevant outputs that stem from Working Groups 	
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Main goal: Live DMA connects national associations to structure the European live music sector.				
Support the structuration of cooperation models in countries and regions where there are none.	Have a membership model that aids and facilitates cooperation for national and regional associations	Board meetings and additional meetings in new member's, associated members' or non-yet member's countries	<ul style="list-style-type: none"> • Use the existing expertise of the network to encourage potential new members • Integrate new members • Support associated members' structuration process 	5 000€ for board meetings and extra 4000€ for associated members meetings in LSE year 4
		Resource Platform	<ul style="list-style-type: none"> • Build tools to foster cooperation models & structuration processes build on the expertise of the Live Style Europe working groups and STAMP project 	Financed through staff costs + 1500€ for contents translation and advertising the contents on social medias during LSE year 4
		Annual Members Meeting	<ul style="list-style-type: none"> • Invite potential future members to Annual Members Meetings & propose a workshop based on members input to support them in their structuration process 	12 000€ for an annual members meeting + 4000€ for associated members meetings during LSE year 4
		Live DMA Forum	<ul style="list-style-type: none"> • Invite potential future members & propose a workshop based on members input & the structuration tools to support them in their structuration process 	Financed through staff costs for LSE year 4 + 12 375€ of travel & subsistence; 3 200€ in communication; 1 200€ for moderation;

				4000€ for associated members meetings
Promote cooperation projects amongst the national associations	Increase the number of cooperation projects between Live DMA members	Open Club Day	<ul style="list-style-type: none"> Members participate in the development of the OCD and there is an increase of participants each year 	Financed through staff costs + 1500€ dedicated costs in communication
		Internal Communication	<ul style="list-style-type: none"> Live DMA fosters cooperation between national associations & live music venues across Europe on funding opportunities, project opportunities and network activities 	Financed through staff costs
Promote and implement democratic and horizontal governance systems	Democratic and horizontal governance is the network's foundation	Board meetings	<ul style="list-style-type: none"> Live DMA influences new cooperation projects by leading an example with the network's democratic & horizontal governance 	5 000€ for board meetings in LSE year 4
Promote an increased diversity and inclusiveness in the live music sector for both artists, professionals and the audience.	Put diversity and inclusiveness on the agenda in our activities	Resource Platform	<ul style="list-style-type: none"> Live DMA builds and promotes tools that foster increased diversity and inclusiveness Translation of tools to facilitate access 	Financed through staff costs + 1500€ for contents translation and advertising the contents on social medias during LSE year 4
		Music conferences and seminars	<ul style="list-style-type: none"> Live DMA participates at conferences to promote the tools highlighted on its resource platform 	3 500€ for partnership meetings in 2020 5450 € for partnership meetings LSE year 4