

GUIDELINES - Phoenix Training and Professional Development Program 2018

Phoenix is an intensive professional development program for owners or senior management of music businesses operating in or based in British Columbia and wanting to grow their operations locally and internationally. The program is presented by Music BC and is supported by FACTOR, Creative BC and the Province of British Columbia.

Phoenix is designed for time-poor, mid-career music professionals. The program aims to encourage participants to consider the development of new business models and income streams for their business; to assist them to develop their business as stable, sustainable and growing enterprises.

A blended teaching approach incorporating face-to-face and self-paced learning is used. Entry to the program is competitive, based on an applicant's professional achievements, and participation is at no cost to the participant except for cost of travel to the workshops.

The training is intensive, with a five-stage structure, and runs over a four-month period. It incorporates two workshops. The first residential workshop includes a comprehensive review of business models found in the contemporary music sector, as well as a deep analysis of each business model brought to the workshop. The second and final workshop focuses on financial modelling.

Advisers and mentors are drawn from both the music industry and the business world, to give participants a range of perspectives on possibilities and ways forward. The work becomes more and more personalized for each participant as the workshops progress. Psychology sessions are incorporated to give participants tools for working more efficiently and achieving better work/life balance.

All course materials and information disclosed during the workshops will be treated strictly as commercial in confidence

Participants will focus on:

- developing the tools to analyze the viability of various business models to drive the growth of an independent contemporary music business;
- developing the skills to create and deliver a detailed business plan based around a business model;
- financial modelling;

OVERVIEW OF THE PROGRAM

The course structure in brief comprises:

- **Stage 1**
Participants complete pre-course reading and a SWOT analysis of their business

- **Stage 2**
Participants attend a residential workshop to be held near Vancouver from 27-30 May 2018.
- **Stage 3**
Participants prepare their business plans to be delivered early August 2018;
- **Stage 4**
Participants receive one-to-one feedback on their submitted Business Plans in August 2018.
- **Stage 5**
Participants attend a two-day workshop on the Fundamentals of Financial Modelling in Vancouver in late September 2018.

ELIGIBILITY CRITERIA

This program is aimed at mid-career music professionals who are keen to grow their business and work nationally and internationally. Applicants applying to the program must meet the following criteria:

- Have recognition in the Canadian market (This will be assessed by evidence of media coverage gained for tours, releases, marketing collateral, advertising, chart positioning, or third-party distribution and licensing deals.)
- Be an owner, co-owner or a senior manager of an independent label or management company, or integrated music services company.
- Have been operating their music business for at least 3 years.
- Have a catalogue of at least four albums (or album equivalents) from three different artists. ("album equivalents" include dance labels with predominantly single releases) and/or
- Extensive touring experience and/or
- National airplay and chart action and/or
- Strong profile on Spotify or another leading streaming platform/s
- Only one person from each company can participate in the program
- Applicants must be Canadian citizens or permanent residents of Canada, and must have resided in BC for a period of six months or more prior to and at the time of applying under this program. Music BC reserves the right to request proof of residency, citizenship, and business registration.
- Self-managed artists who also manage or produce records for other artists and who have the required industry experience, are deemed to meet the criteria for the program.
- Applicants do not need a Music BC membership to apply

SELECTION CRITERIA

- the track record of the applicant
- the applicant's reasons for applying to the program
- The applicant's statements in support of their application

FUNDING SPECIFICATIONS

There will be no cost of participation in the program (including all meals and accommodation during the workshops).

Travel will be at each participant's expense.

No fee will be paid to participants.

APPLICATION REQUIREMENTS

Applications need to include:

- a completed application form;
- a half page history of the company or business;
- a half page professional biography;
- a half page statement outlining why you should be chosen to attend the course;
- a half page statement describing what you hope to achieve by attending the course; and
- supplementary proof of company track record.

APPLICATION INFORMATION

All applications must be submitted online via the Music BC website. Applications must be complete; no additional materials or changes will be accepted after the deadline. Music BC will not accept applications or support materials in person, by fax, or by email. If you experience any difficulties with the online form, please email lindsay@musicbc.org PRIOR to the deadline and we will provide you with assistance. Successful uploads will receive confirmation emails. If you are unsure if your application was received please check with the office before the deadline. After the deadline has passed we won't be able to assist with incomplete applications.

ASSESSMENT PROCESS

A selection committee from the industry will make a preliminary selection of candidates. Interviews may be used to further establish suitability. The selection committee will review and choose the successful applicants. Successful applicants will be notified by late April 2018.

The selection committee will not make public its reasons for its decisions. The decision of the selection committee with respect to any application is absolute and final and not subject to appeal.

Application forms are available at: www.musicbc.org

APPLICATIONS TO BE SUBMITTED BY 5PM (PST) APRIL 3rd, 2018