



MEDIA RELEASE

Immediate Release

Event Date: April 10 2008

Top Music Industry Experts Leave PMZ's Youth Forum With Stars in their Eyes

Plymouth Music Zone's Youth Forum, TEMPO, have had a once in a lifetime opportunity to question some of the top names in the music industry right on their own doorstep.

The drum supremo from Kasabian and a top executive from Sony Records were just two of an extraordinary panel of experts from the music industry leading the packed event hosted by PMZ. The 'Strategies for Success' seminar was run by the Musicians Union and set out to provide top tips for musicians on how to 'do it yourself' and grab the attention of an increasingly competitive and digitally changing industry. Managers and producers who've worked with bands as diverse as the Kaiser Chiefs, the Who, Echo and the Bunnymen and the Damned were on hand to share advice on how the music industry jigsaw fits together.

PMZ's Youth Forum participant Zoe Fell, 17 (seen in photo) couldn't help being starstruck when she met Ian Matthews, her Kasabian idol:

"It's not everyday you get to meet someone of that high status and it's great he took time out of his busy schedule to meet the little people. I learned so much and it's so inspiring to hear he's gone from being a sessional musician to playing Glastonbury and he was so down to earth which I really didn't expect. He had his hand on my shoulder when we had our photograph taken and I told him he had very warm hands. I'm not going to wash that shirt ever again!"

The panel of professionals gave the latest lowdown on advances in digital technologies with advice on issues like creating online music stores to sell music direct to the public. Other sessions covered everything from record deals and live work to press and publicity, A and R and production and recording.

PMZ's Development Director, Debbie Geraghty, says apart from being hugely useful it was also a real coup to have PMZ used as a venue for such an event:

"Having so many distinguished members of the music industry and well known musicians sat smack bang in the middle of Devonport at PMZ is just amazing. It's a line up of experts that had people coming from all over the country to hear and the audience loved it. Some of those top people were really taken by the work that we do and they'll be taking that away with them - knowing more about PMZ and all the points our young people made about widening access to the music industry".

For further information about Plymouth Music Zone's Youth Forum, TEMPO, please call Karl Meyer on 01752 213690

-ENDS- See below for Notes to Editor

Plymouth Music Zone Ltd

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Company Number - 4653409 Registered Charity Number - 1100878



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Notes to Editors:

Musician's Union Media Release: Strategies for Success seminar Date: 10th April 2008

Venue: Plymouth Music Zone, Raglan Road, Devonport, Plymouth PL1 4NQ Time: 10.30 - 4.30

Whether you write music or perform live, how can you maximise your chances of succeeding? It's never been easier to embark along the DIY route, but with so many options increasingly available, how can you "get heard above the noise"?

We bring you the latest lowdown on how to grab the attention of industry and public alike, covering both cutting-edge online and proven offline strategies from top industry professionals and MU experts.

The morning sessions will primarily focus on websites, digital and internet strategies, promotion, distribution, networking, and much more. The irrepressible online guru Andrew Dubber from www.newmusicstrategies.com will set the pace, followed by Michael Cassidy, founder of www.ithinkmusic.com, a portal providing tools and solutions to enable musicians and labels to create their own online music store, selling direct to the public with hosting, credit card payment and downloads all included. They'll be time a panel debate on all things digital and get your questions answered before lunch.

A&R submissions, record deals, press and publicity, production and recording, managers, session work and live work are just some of the subjects that will be discussed by our expert panellists in the afternoon. It's your chance to get the inside info on how all the pieces of the music industry jigsaw fit together and pitch questions to those who have successfully been there and done it, including Sony Records / B-Unique A&R Manager Paul Harris (Kaiser Chiefs); artist manager Honey Bianchi (The Who, Jimmy Page & Robert Plant, Belladonna); Martin Bowen (manager of The Automatic (B-Unique)); and top producer Hugh Jones (Simple Minds, Echo & The Bunnymen, Charlatans, The Damned).

From the musicians perspective we welcome MU members Ian Matthews, drum supremo for the mighty Kasabian (www.kasabian.co.uk); and Lisa Morgan (www.lisamorgan.net), currently making inroads into the internet pop / dance markets via digital self release.

Chaired by the MU's National Media Organiser Nigel McCune and Regional Officer Paul Gray, this promises to be a unmissable opportunity for any musician who is serious about finding ways to maximise their career opportunities. Included will be a delegates pack, a copy of "20 Things You Must Know About Music Online", and a free buffet lunch. We do expect this event to be oversubscribed; places are strictly limited and will be allocated on a first come - first served basis.

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