

Promoting Popular Music



You've done it! You've finally been given a recording contract which potentially sees you becoming a famous recording artist! You can decide whether you are a solo artist or in a band (which will have a maximum number of **five** members). Before you make a presentation to the record company, you will need to do some research to help you prepare.

1. Names, Music, Instruments, Audience and Image

What is your stage name or band name? _____

What style of music do you play? _____

Who plays which instruments and who sings? _____

Who is your 'target audience'? _____

What image does each member have? Do they dress similar or each has their own personalities? Draw each member of your band in the boxes below, giving their name (or 'stage name'):

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2. Your Rise to Fame

How did you promote yourself before you became famous? _____

What types of local venues did you play in? _____

How much were you paid per performance? _____

How did you manage to secure other gigs? _____

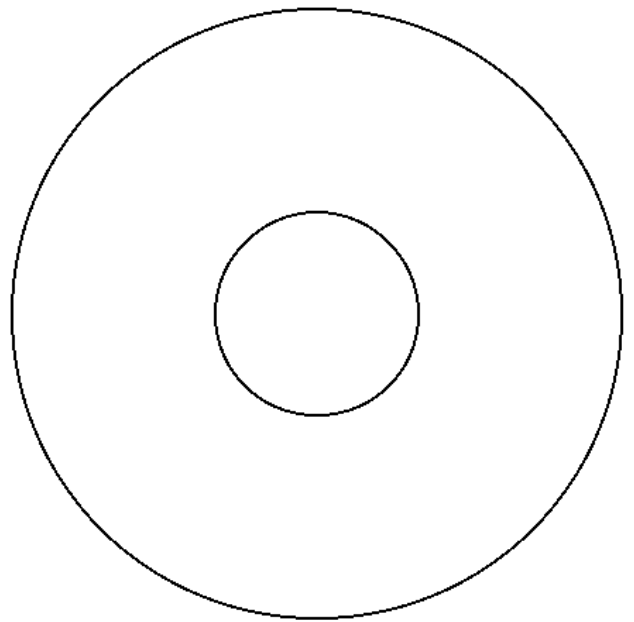
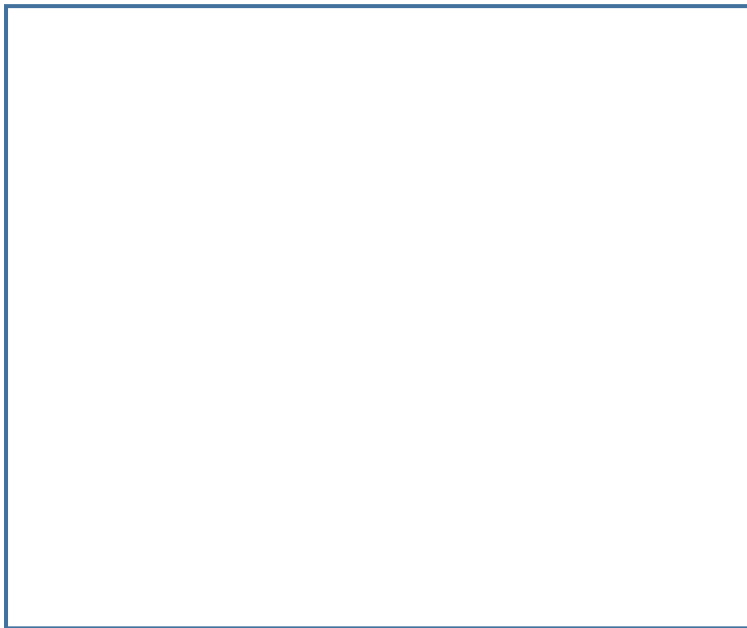
3. Designing your Debut Album

What is your "debut" album called? _____

How much does it retail for? _____

What are the titles of your tracks? _____

Design your album cover and CD insert below:



4. Designing Merchandise

Design some merchandise for your band to sell on tour – think T-shirts, key fobs, scarves etc. How much would they retail for?

£	£	£

5. Plan a tour of at least 5 different venues

What cities and venues are you going to play in? *e.g. O2 arena in London* _____

How is your band going to get there? _____

What is the capacity of these venues? (*use the internet to research this*) _____

How much is a ticket? _____