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SO YOU WANT TO BE A BAND MANAGER....



Klerrisa Custom Music

Providing quality materials for Entertainers & Educators

You need a band manager



Your teacher has decided that your group are so talented, that you are going to be famous. So, you will need a band manager. It just so happens that one of your team is keen to take on this challenge.

TASK 1: Decide what type of music your band is going to play.

Will it be:



Eminem, 50 Cent, Jay-Z



Led Zeppelin, Cold play



Britney, Michael Jackson, Timberlake

OR WILL IT BE SOMETHING ELSE!!

STYLE CHOSEN:

TASK 2: Research

Whatever style you pick, you have to research 3 artists connected to that style of music.

Three of you will need to start work on a PowerPoint presentation. This will be added to throughout the course of the project. You will need to research three bands or artists connected to the style you have chosen.

Create one slide for each band/artist and ensure that it contains this information:

- Band name and logo if there is one
- Description of their musical style
- List of instrumentation used
- Selection of hit songs

At least two reasons why you selected this group to research.

TASK 3: The Band Name and Logo

Your band will be nothing without an awesome logo. You will need to decide on the name of the band. Keep the name and the style of music you plan to play in mind when designing this logo. There are plenty of online websites where you can design your logo if you are not the creative type. Here are a few suggestions:

<http://cooltext.com>

<http://www.logoease.com>

Every band member must create one logo and these designs must be put to a vote. Import these logos into the PowerPoint presentation and put them on one slide. Each member must say why they created this design. On the next slide, announce the winning logo that the band voted for.

The Band's Repertoire!



TASK 4: The Band's Repertoire.

The music the band performs is really important. You need to make a list of covers that the band can play. You also need to select one of those songs and learn to play it.

- Find a recording of the song
- Find a copy of the chords and lyrics
- Identify the layers and any riffs you need to learn.
- Practice the song chosen.

You could also write an original song as a whole band. If you choose this option, you must submit a process diary that explains how you went about composing the song.

TASK 5: Advertising

You have your first gig and you need to advertise. The gig details are below:

Venue: The Basement, Sydney
Date: 30th July, 2011
Start time: 9pm
Support Act: Your choice.

In this century of technology, advertising can be done a number of ways. Create a new slide in your PowerPoint presentation called "Advertising". Using the questions below, interview the members of the band and find out their thoughts. Record these on the Advertising PowerPoint slide.

What make a good advertising campaign?

What adverts do you like?

What is a jingle?

List the ways you could advertise your gig—eg TV campaign, face book page, etc.

Each member of the band selects one method of "paper" advertising and they must create that advert. For example, if one method is a telegraph pole poster then that person would create that poster design. If another method was creating a face book page, then that person would need to draw what the face book page would look like.

TASK 6: Promotion

Each band must have a promotional video. Using a video camera and a pre-recorded audio track, create either:

- A promotional video
- A film clip
- Video length maximum 1 minute.

INTRODUCING THE BAND

FINAL TASK:

It is time to introduce the band to the rest of the world. Check that you have everything ready:

POWERPOINT PRESENTATION:

3 research slides

Logo design slide and announcement of winner

Advertising slide (you can put the paper advertising designs in here too if you wish)

PROMOTIONAL VIDEO

Cued and ready to go

PERFORMANCE OF COVER SONG OR ORIGINAL SONG

All instruments need to be ready so that you can play after your presentation.

Once you have all of these things in place, it is time to introduce your band to the world. In front of you are a room full of promoters. Your task is to astonish them so that they will book your band. As a team, you need to decide on how you are going to present all of this information.

NOW GO OUT THERE AND KNOW THEIR SOCKS OFF!!!

