

HOW LONG  
should this assignment take?

Every person works at his / her own pace.  
As a guide, this should take you 2 hours to read and research and another 3 hours to write your answers and discuss them with your tutor.

## HOW

will I be assessed?

Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your music provider's own guidance.

WHAT  
do I do now?

Read the TASKS section below.  
Then read the NOTES AND GUIDANCE section.  
Carry out the TASKS.

1 What should a package for a manager, agent, promoter, publisher or record company include? Write down at least six items here:

1.

2.

3.

4.

5.

6.

Write your evidence here:

Artist name

Website address

What information does the website contain? Circle ( Yes/ No)

Biography	Yes	No
1. What is your full name?		
2. What is your date of birth?		
3. What is your current address?		
4. What is your phone number?		
5. What is your email address?		
6. What is your profession?		
7. What is your highest education level?		
8. What is your marital status?		
9. What is your current income level?		
10. What is your current employment status?		
11. What is your current residence type?		
12. What is your current citizenship?		
13. What is your current religion?		
14. What is your current political affiliation?		
15. What is your current gender?		
16. What is your current sexual orientation?		
17. What is your current race/ethnicity?		
18. What is your current language spoken at home?		
19. What is your current primary language?		
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Downloads Yes / No

Photos	Yes	No
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Gigs Yes / No

Press Yes / No

Other info ( List here )	Yes	No

Artist name

Website address

What information does the website contain? Circle ( Yes / No )

	Yes	No
Biography		

Downloads Yes / No

Photos Yes / No

Gigs Yes / No

Press Yes / No

Other info ( List here )	Yes	No

4 Prepare a CD inlay card

Prepare and present, using a hand designed or computer generated method	Circle ( Yes / No )		
A basic CD inlay card that includes the relevant information based on three pieces of material ( even if you have not yet recorded any ).	Yes	/	No
List the names and line-up of the act, title of the tracks, writer information, contact information and copyright details.	Yes	/	No
Present the above to your music provider.	Yes	/	No



Make your package look as distinctive as possible to stand out from those sent by other acts. If and when appropriate, mail gig invites and updated information on your progress.

5 Prepare a promotional package

Research and prepare a promo package	Circle ( Yes / No )		
Research similar packages	Yes	/	No
Compile your package with a CD, biography, photos, press cuttings, music, any forthcoming activity and your contact details.	Yes	/	No

6 Build your profile using the internet

Use a community website such as [www.myspace.com](http://www.myspace.com) to see how it can improve your chances of building a wider and perhaps international audience.

Evidence:

7 Marketing yourself

Write down four ways of marketing yourself or ‘creating a buzz’  
Explain in more detail how you would go about this ( for example – gigging )

1.

2.

3.

4.