



FILM MUSIC BUSINESS MENTORING

1-ON-1 Mentoring Sessions with OtiCons talent agency Founder & film composers agent, George Christopoulos

MENTORING COURSE OVERVIEW

The Topics you'll read in this presentation are covered in two different versions of the Course that are carefully devised for different level of composers & potential mentees.

1. A 3-day "Intense Course" aimed **for the composers with a few years of experience & some connections already** in at least one specific sector of the entertainment industry (film, TV, games, commercials etc.)
2. A 5-day "Thorough Course" **for aspiring & emerging composers with no experience** or contacts in the entertainment industry that are about to make their first steps in it.



FILM MUSIC BUSINESS MENTORING

1-ON-1 Mentoring Sessions with Oticons talent agency Founder & film composers agent, George Christopoulos

WHAT KNOWLEDGE, SKILLS & TOOLS DO MENTEES ACQUIRE WITH THIS COURSE?

- I. You will Learn the Ins & Outs of the **Filmmaking Process** & how it affects the Composer's Role;
- II. You will end up with a custom-structured plan for you, about all the **Preparatory Professional Actions** you need to take & specific **Marketing Strategy** you need to create before start contacting filmmakers & making any connections;
- III. How To effectively **Pitch yourself to Directors & Producers**, and How To **Make Connections** with higher chances of getting work or at least a good relationship with a filmmaker;
- IV. You will receive a fully fleshed-out step-by-step **Negotiations Guide** along with a **Contract Template**;
- V. How To Protect your **Music Rights**, and ensure that you will be receiving **Royalties** for the music you create and
- VI. You will receive a great amount of advice & knowledge that will help you **communicate better with directors** and producers and also **navigate the different personalities** involved in different types of projects.

Continue reading to discover the Topics of the Mentoring Sessions and find out how you can [Apply to Become a Mentee](#) on the last page.



Step #1

THE ENTERTAINMENT INDUSTRY &... YOU

It all starts by digging for answers; by asking the right questions about the entertainment industry that you wish to be part of and make a living working in it. What is at the core of this business and which are the rules of the game?



Step #2

THE FILMMAKING PROCESS

Then it is about gaining knowledge about how content is produced today. By thinking like a content producer yourself you will learn fast the ropes on how you should lay out the best plan for your career.



Step #3

THE ARTIST'S BUSINESS PLAN

A Business Plan. Two words unknown to most artists in the industry yet necessary for a professional composer's first steps. Convert the knowledge of the previous two steps in conjunction with your current situation and goals into a Career Strategy.



Step #4

MARKETING

Devise, Create and then Market: Your Brand. Your Website. Your Social Media Presence. Your Music Catalogue. In short: Get fully settled, organized & prepared (especially as an online entity) before emailing or meeting any professionals of the industry.



Step #5

NETWORKING

Where & How to start introducing yourself and show your face in the industry. What kind of homework and legwork you need to do before you start meeting professionals and right after you meet them, in order to create a great network that constantly grows.



Step #6

PITCHING

Learn the ART OF PITCHING in Different Real-Life Scenarios. How to pitch yourself over email & in person. What makes a good pitch and what not. How to effectively touch base & communicate with directors & producers (and who to avoid along the way...)



Step #7

NEGOTIATIONS & CONTRACTS

Possibly the one thing composers dislike the most. Talking Business. Learn how to navigate and manipulate any business talk with a producer efficiently, and achieve a fair deal financially & regarding the ownership of your music. You'll never sign a bad contract again, after you learn these essentials.



Step #8

MUSIC RIGHTS & PUBLISHING

An in-depth analysis of Music Copyright. By gaining crucial knowledge of Music Rights, Masters & Publishing, and what it means to retain ownership of the above properly and registering your works to a Performing Rights Organization, you define & secure your future Royalties Income.



Step #9

AGENTS, MANAGERS, PUBLISHERS & LABELS

Some of the most common questions asked are answered here:
Which PRO should I become a member of? Do I need an agent?
Do I need a Publisher? How about Production Music Libraries?
Learn the role each plays in the industry and how & when you
should utilize them for your career's and your music's benefit.

How to apply to become a Mentee:

- All Steps you just read reflect the content discussed during the sessions. However, most of it is adjusted to each mentee's background, goals & current professional status in order to create a more tailored mentoring course.
- According to your experience & track record in the industry, in conjunction with your career's current status, you can choose from these two version of the Course:
 1. **The INTENSE Course: 3 days, video calls last 2,5 hours per day.**
 2. **The THOROUGH Course: 4 days, video calls last 2 hours per day, plus one more day for a summarizing "aftermath" discussion to answer all remaining questions.**
- Every potential mentee is interviewed by George Christopoulos before mutually agreeing which version of the Sessions is the most fitting to the composer.
- Apply to receive all related info about the sessions - i.e. Fees, Assignments etc. - by either directly e-mailing George Christopoulos at christopoulosg@oticons.com or by texting him on [WhatsApp](#).

Thank you!