



OtiCONS  
THE COMPLETE FILM MUSIC SOLUTION

# FILM MUSIC BUSINESS MENTORING

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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 different versions of the Course that are carefully devised for different level of film & media composers, and potential mentees.*

1. A 2-day "Concise Course" **for established & experienced composers** seeking guidance to adjust their business model and navigate current challenges.
2. A 3-day "Intense Course" **for working composers** struggling to achieve a breakthrough, providing important insights & a career-boosting business plan.
3. A 4 or 5-day "Thorough Course" **for aspiring composers with no industry experience**, preparing them to take their first steps in the entertainment industry.



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## WHAT YOU'LL GAIN FROM THE MENTORING COURSES

- I. Understand the Ins & Outs of the **Filmmaking Process** & how it shapes the Composer's Role;
- II. Develop a customized, strategic plan for your **Preparatory Professional Actions & Marketing Approach** before connecting with filmmakers;
- III. Master the Art of effectively **Pitching yourself to Directors & Producers** and **Cultivating Meaningful Connections** that lead to work opportunities;
- IV. Receive a detailed step-by-step **Negotiations Guide & Contract Template** to protect your Rights and ensure fair compensation;
- V. Learn how to safeguard your **Music Rights** and secure **Royalties** for your creative work, and
- VI. Gain invaluable advice on **Communicating & Navigating** 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](#).*



Step #2

# THE ENTERTAINMENT INDUSTRY... & YOU

Before actually start laying the groundwork that will bring you gigs, you need to shift your perspective and begin by thinking like the filmmakers who hire composers. Ask the right questions about the entertainment industry and its dynamics. What are the rules, priorities, and goals that drive filmmakers?



Step #2

# THE FILMMAKING PROCESS

Dive into the current state of content production. Learning how active producers and directors work on projects will help you grasp the filmmaking process, allowing you to quickly develop a strategic career plan. This step is crucial for understanding how to best position yourself within the film industry, locally and internationally.



Step #3

# THE ARTIST'S BUSINESS PLAN

Convert your newfound knowledge and goals into a solid career strategy with a Business Plan. Two words often unfamiliar to artists, yet essential for professional composers.

By integrating your current situation and goals into a comprehensive plan, you set yourself up for success in a competitive field.



Step #4

# MARKETING

Develop a strong brand, including your website, social media presence, and music catalog. Getting fully organized online is vital before reaching out to industry professionals. This step ensures you present yourself as a polished and professional artist, ready to connect with potential collaborators.



Step #5

# NETWORKING

Learn where and how to introduce yourself in the industry. Discover the homework and legwork needed before and after meeting professionals to continually grow a strong network. This includes understanding both the preparation required to make a good impression and how to nurture new connections over time.



Step #6

# PITCHING

Become your own agent by mastering the art of pitching yourself effectively in various real-life scenarios. Understand the components of a compelling pitch, whether via email or in person.

Learn how to tailor your pitch to different professionals and projects, ensuring you capture the attention of potential clients.



Step #7

# NEGOTIATIONS & CONTRACTS

Learn to navigate business discussions with producers efficiently, securing fair deals both financially and regarding music ownership. By gaining insight into what constitutes a good contract, you'll never again feel uncertain about signing one. This skillset is crucial for maintaining your artistic and financial stability in the industry.



Step #8

# MUSIC RIGHTS & PUBLISHING

Gain in-depth knowledge about music copyright and the importance of retaining ownership of your masters and publishing rights. Understand the process of registering your works with a Performing Rights Organization (PRO) to secure future royalties. This step is vital for protecting your creative assets and ensuring long-term financial stability.



Step #9

# AGENTS, MANAGERS, PUBLISHERS, LABELS &... A.I.

Get answers to some of the industry's most common questions. From determining which PRO to join and whether you need an agent or publisher, to understanding the role of labels, production music and how to safeguard your career against AI impacts. By understanding these industry players and their roles, you can leverage them effectively to advance your career.



# How to apply to become a Mentee:

- While the content covered in the mentoring sessions follows the steps outlined earlier, the curriculum is carefully adjusted to suit each mentee's unique background, goals, and current professional status. This ensures a highly personalized learning experience tailored to your specific needs.
- Based on your industry experience, track record, and career stage, you can choose from the following course versions:
  1. The **CONCISE** Course: 2 days, video calls lasting 2,5 hours per day.
  2. The **INTENSE** Course: 3 days, video calls lasting 2 hours per day.
  3. The **THOROUGH** Course: 4 or 5 days, video calls lasting 2 hours per day.
- Before mutually agreeing on the most suitable course version, every potential mentee will be interviewed by George Christopoulos.
- To receive detailed information about the sessions, including fees, assignments, and the application process, please email George Christopoulos at [christopoulosg@oticons.com](mailto:christopoulosg@oticons.com).

Thank you!