

Want to get into the music scene? Here's how

ATTIYAH KHAN

FOR ALL those interested in the music industry and who want to make a career out of it comes Music Exchange, a two-day conference that is geared at conveying know-how about the South African music industry by those involved in it.

The conference is the brainchild of Martin Myers (Sony BMG) and Peter Lacey (Musketeer Records) and has been brewing for two years.

Unlike Moshito (which is a music conference and exhibition), there is no funding from local government for the event – it is a completely independent venture.

“Government is not going to write a song for you, or teach you about a contract or how to promote a record,” says Myers.

“So many people want to be in the music business, but don't know how. In this conference, they will be given a good foundation, in terms of how it's done, by people at the top of their field.”

Those involved include

people who have worked at the top end of the music industry and who have incredible amounts of knowledge to impart such as Stuart Rubín (former Senior Vice-President International – Commercial Marketing Group for Sony BMG), Peter Theunissen, (CEO, Cape Music Industry Commission), Dave Alexander, (Managing Director, Sheer Publishing), Arthur Goldstruck (CEO, Worldwide Worx), David Vodicka (Vice-President, World Independent Network and Australia Recording Industry Association) and John Langford, (COO, Big Concerts).

Since Myers and Lacey both work for record companies, they are regularly plagued by questions from new bands. They have thus channelled these questions into topics for discussion at the conference which will include subjects like contracts, distribution methods, publishing and promotion, whilst topics on rights and royalties will also be delved into.

Delegates will have the opportunity to chat with the speakers on a one-on-one basis and will also be able to engage with a panel discussion.

“It is people involved in the live music industry, who work with and are passionate about the music business.

“If you want to know how to replicate a band like Seether's success, then this is for you,” says Myers.

Rubin comments: “I have been asked to do a keynote speech and chose ‘Its all about the Music’.

“The world of music is a complete mass of facts, figures, a fair bit of doom and gloom from a financial sense and all the experts have yet to find any one answer. My role is to try and give the attendees an overview of the business and some food for thought and reasons to be positive.”

Musicians are encouraged to include a demo with their registration.

Following this four bands will be invited to perform at a live showcase in front of all the



The Music Exchange will provide know-how into success stories like the band Seether, who broke into the international market.

delegates and speakers, which will provide an excellent opportunity for new bands.

● Check out the Music Exchange on March 19 and 20 at the Protea Hotel, Victoria Junction, Cape Town. Tickets: R800. Info: tatzp://www.musicexchange.co.za

