

I-Manifest 2.0

// Micro-School Report



THE BUSINESS OF MUSIC

// Electronic Music Conference presented by Let The People Dance

2 days

34 students

6 schools

22 cultural backgrounds

18 industry mentors

2 locations

The micro-school

Exploring the in's and out's of the music industry through hands on workshops and Q&A sessions.

Focusing on:

- The journey of an artist in the new world
- New models where value is now captured
- Social media and marketings place in the industry
- Building an artists identity
- New methods of music production
- Relationships between artist, managers, labels and the public.

Thank you to our supporters

EMC



★AMBUSH

liveschool
Ableton Certified Training Center



The industry mentors

Ming Gan - Director, Fuzzy Entertainment

Kristen Leigh Marconi - Founder, Let the People Dance

Chris Chow - Managing Director, Chris Chow Creative Lawyers

Ben Korbel - DJ/Producer

Andrew Mathers - DJ/Producer (Cloud Rider)

Sam Korotkov - Artist Manager and Creative Director, Maker Agency

Elle Watson - Founder, MODE Agency

Reff Skyes - Director, Mash in Music

Anthony MacFarlane - Director, Rad Sydney

Chloe Condylis - Recording Artist/vocalist, Chloe

Hannah Celnikier - Publicist, Positive Feedback

Made in Paris - DJ/Producer

Keith Hodgson (Hodgie) - DJ/Producer (Bondi Radio)

Gemma Sykes - Presenter, Bondi Radio

Ben Nott - DJ/Producer (Blueprint)

Andy Bird - DJ/Producer

Aaron Bannie - DJ/Producer (Third Floor)

Kate Elsworth - Singer/Songwriter/DJ/Producer

DAY ONE

Q&A session

The program begins with a talk series with Jo Pretyman, Kristen Leigh Marconi, Chris Chow and Chloe Condylis discussing: what their job is, how they got to where they are today, what inspires them and advice for those entering the industry.



**Kristen Leigh Marconi & Jo Pretyman
@ Ambush Gallery**



Chris Chow @ Ambush Gallery



Chloe Condylis @ Ambush Gallery

Content creation

The industry mentors arrive and students are split into teams to work on briefs across music production, artist brand identity and management, events marketing brand activation and promotional films.



Anthony MacFarlane with students @ Ambush Gallery



Elle Watson with students @ Ambush Gallery



Ben Korbel with Dom @ Ableton Liveschool



Sam Korotkov and Tommy @ Ambush Gallery

DAY TWO

Q&A session

This day begins with a Q&A session with Hannah Celnikier from Positive Feedback and Ming Gan from Fuzzy Entertainment followed by Kate Elsworth.



Kristen Leigh Marconi, Hannah Celnikier and Ming Gan @ Ambush Gallery



Kate Elsworth @ Ambush Gallery

Mixing master class

Students spent the afternoon hands on the decks with a lineup of Sydney's leading DJs and producers.



Ben Nott and Nyasha @ Ambush Gallery



Keith Hodgson @ Ambush Gallery



Andy Bird with Connor @ Ambush Gallery



Aaron Bannie (Third Floor) with students @ Ambush Gallery

THE RESULTS

After the micro-school ...

21

new careers
were identified
by our students

100%

of students feel
their future careers
are more within
their reach

100%

of students are
more confident
talking to industry
professionals



I've learnt that when you express your creativity you open more ways to finding solutions.

- Alex, 16 yrs old

There are so many pathways I had no idea about that exist and allow me to pursue a career in the music industry.

- Ann, 17 yrs old

I now realise the variety and quantity of careers in things I could not have originally thought.

- Tevita, 16 yrs old

Now I know of more work places and careers, I can experience new ideas and a new world.

- Max, 14 yrs old

There is no such thing as too much creativity. I've learned not to be afraid to go beyond boundaries.

- Laura, 17 yrs old

I-Manifest has given me a broader understanding of the industry which has made my goals seem more reachable.

- Mathilde, 15 yrs old

I-Manifest was very helpful with insight and Q&A with professionals about the industry.

- Ryan, 16 yrs old

The micro-school has allowed me to meet current workers in the music industry, This makes me feel like being in music is more in reach and realistic.

- Angelina, 15 yrs old

This micro-school has taught me the importance of making contacts with people and getting yourself out there.

- Salvador, 17 yrs old

