

**EMX**

**CAPACITY BUILDING  
PROGRAMME:**

*Open Call  
for music professionals*

**APPLY BEFORE JULY 21ST**

# 1

## WHAT IS THE EMX CAPACITY BUILDING PROGRAMME?

This capacity building programme is one of the key parts of the **EMX Project**, which aims to design EU pilot programs for music export. Building on and informed by the findings on the needs, challenges and opportunities for music exports uncovered by the research in the first part of the EMX programme (**read more about all elements of the project here**) and previously in the **Study on the European Music Export Strategy**.

During this programme we will explore cutting edge methods of music export, from new funding models to digital collaboration, mentoring to job shadowing; while also examining the challenges faced by artists from across Europe when trying to export their music worldwide. This programme will produce results looking at the most impactful methods of export for artists and the tools that export offices need in order to support and develop talent in their own countries.

**This call is specifically for music professionals that work with export ready music, we are looking to cover a range of sectors including artists, managers, publishers, record labels, PR agents, distributors, live promoters, promotion and broadcasting agents, etc.**

# 2

## WHO SHOULD APPLY?

We are looking for 30 music professionals that work with export ready music. Above all we want those who are passionate and interested in ensuring export potential is reached, exploring new ideas, contributing to a wider discussion and ready to implement the elements learned. Are you looking for new methods of exporting music? Do you believe that a common european approach can be an added value? Then we want to hear from you. Please apply if you meet the criteria:

- Are an experienced music professional having worked in music for 3+ years.
- Work with export ready music (eg. acts with an international audience, have already performed in other countries, participating in international activity), with the opportunity to implement best practice immediately.
- EU citizens, with a EU passport and based in an EU member state.
- Speak fluent English.

As well as evaluating applications on their enthusiasm, experience and the music they work with, we will also ensure selected participants cover a range of sectors (including artists, labels, publishing, live, management, press) covering a range of genres, a minimum of 15 EU countries and are gender balanced.

**3**

## **WHAT IS EXPECTED FROM PARTICIPANTS? (INCLUDING TIMINGS)**

We will expect all chosen participants to commit fully to the EMX arranged activities. Attending all 4 of the modules happening throughout September - November, whether digitally or in person. Covid allowing, we expect all participants to be available to participate in person on the 18th - 20th October.

We expect you to participate with ideas and contribute to the group in a proactive and open way, we need all participants to be open to learning and supporting others in their learning.

Main activities are scheduled as follows (dates are subject to change):

- Music as a Business (2 days, Digital attendance, 15/16 September)
- Navigating the “New Normal”. New trends, challenges and opportunities in the (post-)COVID world for music export (1 day, In Person - Amsterdam, 19th October)
- Music export from a European perspective (1 day, In Person - Amsterdam, 20th October)
- In-depth look at a market: India (1 day, digital, November 23rd)

As well as the core activities, we will have a mentoring programme available for 10 participants, specifically to develop their export potential and apply the ideas learned and developed as part of the official programme.

## 4

## WHAT DO YOU GET IN RETURN FOR PARTICIPATING?

Each participant will receive the following:

- €300 travel contribution to cover attendance to activities on the 19<sup>th</sup> - 20<sup>th</sup> October.
- The possibility to participate in our export mentoring programme.
- Connection and networking with a group of exciting and like minded individuals from across Europe.
- The opportunity to contribute towards the building of future EU Programmes for music export.
- Access to the participant hub for training and contact building.



### *Please note*

This opportunity is not paid beyond the travel contribution.

**Travel contribution will be paid 50% on confirmation of participation and 50% once all activities have been completed.**

**APPLY NOW**

**APPLICATIONS ARE OPEN UNTIL 21ST JULY 2021**

# CONTACT

For any questions or further information please email

[\*capacitybuilding@europeanmusic.eu\*](mailto:capacitybuilding@europeanmusic.eu)

with the subject 'EMX Application'.

Additional access support can be provided to those that need it.  
Applicants are invited to discuss the amount of extra support needed  
with the EMX team via

[\*capacitybuilding@europeanmusic.eu\*](mailto:capacitybuilding@europeanmusic.eu)

**EMX**