



MANAGING A MUSIC BUSINESS ENTERPRISE

**Build a successful
music business**

www.generator.org.uk/mmbe

A new course endorsed by the music industry

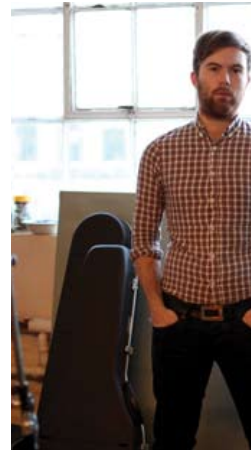
Managing a Music Business Enterprise (MMBE) is a new qualification delivering the skills and knowledge essential to running a sustainable music business – the first of its kind

This 13 week course provides the knowledge, the support and a Level 3 Qualification for people who want to make the music industry work for them

Through the partnership between Generator, the UK's leading music development agency, Higher Rhythm and Gateshead College, you'll benefit from working with organisations with a wealth of experience, expertise and industry know how

What you will gain from MMBE

- Understand how the music industry works and find your own route to success within it
- Learn how to create effective digital media and marketing strategies to promote your business
- Discover how to exploit new and emerging revenue streams, business models and digital platforms
- Identify opportunities for funding and financing a music business
- Develop an industry ready business plan that demonstrates your potential to investors and partners



Industry backing

MMBE has been approved by Creative & Cultural Skills and mapped to National Occupational Standards for the music industry. Course materials have been reviewed by leading music trade bodies e.g. AIM, UK Music, MMF and MPA

Expert delivery

MMBE is led by industry experts and features music business leaders as guest speakers. Course content is based on real life scenarios and adapted to shifting trends in the industry

Online Learning

Course materials can be accessed through password-protected Learning Zones providing support and flexible learning for students



Register now for October 2011

Save 30% on course fees *

* compared to full industry rate for an equivalent course

Prices

£895.00 Adult Co-Funded Learner
(All Learners)

£495.00 Adult Fully Funded
(Unemployed on active benefits)

The full industry price for MMBE is £1295.00, but through Generator's partnership with Gateshead College all learners qualify for a 30% funding contribution towards this qualification from the Skills Funding Agency (SFA) - www.skillsfundingagency.bis.gov.uk

You may qualify for further discount depending on your status e.g. if you are unemployed on active benefits, on JSA or if this is your first level 2 or level 3 qualification.

Bookings and enquiries

To book your place or register your interest in MMBE visit -

www.generator.org.uk/mmbe

For more details on how MMBE can benefit your music business please contact Jonny Gray at Generator 0191 255 4469 or email jonny@generator.org.uk

Venue

The course will be held at:
Munro House
Duke Street
Leeds
West Yorkshire
LS9 8AG



“We have supported Generator’s development of MMBE and are delighted it is now ready to be delivered throughout the UK. This innovative qualification will help new music businesses establish themselves and contribute to the growth of the UK music industry. The fact they will come out with an investment ready business plan as well as a qualification makes this a ‘real world’ business training programme.”

Feargal Sharkey

Chief Executive,
UK Music

Generator

Generator has provided music business support for over 20 years and has delivered training courses for musicians, labels and managers nationally for over 10 years. In developing the MMBE diploma, Generator responded to a genuine need from Creative & Cultural Skills to create an accredited qualification targeted at filling gaps in knowledge to create new sustainable businesses

Higher Rhythm

Higher Rhythm Ltd is a not for profit company, established in 2001 to offer high quality musical, media and creative services. The organisations services comprise several linked strands with different geographical ranges and focuses, all designed to meet the needs of different client groups. These include; Higher Rhythm Recording Studio; Sine FM 102.6; Plugged in Yorkshire; Circuit Records and The Music Week

Gateshead College

Gateshead College will provide the quality assurance and verification for the programme. They are rated as ‘outstanding’ by Ofsted (Jan 2009) and in the top 4% of colleges in the UK. They are also a founder college of the National Skills Academy for Creative and Cultural Skills with a growing reputation across the creative sector

