
The ASCAP Composer Career Workshop

Wednesday, April 21, 2010, 1:00 - 5:00 PM

Renaissance Hollywood Hotel - Mt. Olympus Room (3rd level)
1755 North Highland Avenue, Hollywood, CA



Featuring composers **Stephen Paulus**, **Alex Shapiro** and **Mark Watters**;
attorney and publisher **Jim Kendrick**, and other guest speakers to be announced.

Being a composer is one thing. Creating a viable, income producing career as a composer is quite another. ASCAP has brought together successful music artists and business innovators for a new touring series of workshops to educate composers about the vast new paradigm in which their careers are now built. This inspiring series is coming to Los Angeles on Wednesday, April 21, 2010.

This **FREE** workshop is for professional composers at any stage in their career. The workshop focuses on the concert music world, but is relevant to music creators in all genres. Topics range from business practices to technology and promotion. At the very core of it all, composition, creativity, and the need for artists to possess an inherent sense of self worth, will be addressed throughout.

- **Understanding your biggest asset:**
the nuts and bolts of the six rights of copyright
- **How performing rights organizations work**
- **Facts about publishing deals and record deals:**
to sign with a publisher, or not?
- **The intricacies of independent publishing:**
tools and knowledge needed for a successful business
- **What every composer must know about**
notation and parts preparation
- **Marketing and promotion using the internet:**
how to create a compelling online presence
- **Concert/composer etiquette:**
conductors, musicians, librettists, librarians, and patrons
- **Working as a composer/performer or a**
composer/conductor
- **Efficient rehearsal and recording techniques:**
get the most and the best in the least time
- **Hardware discussions: what gear works best**
for self-publishing and digital project studios
- **Production libraries, game music, and**
other avenues for composers
- **Community involvement, conferences,**
and composer service organizations

The workshop is free. Seating is limited so please RSVP early.
Please email concertmusic@ascap.com or call 212-621-8472.



SPECIAL OFFER: You are invited to the 3-day ASCAP "I Create Music" EXPO (April 22-24) and can register at the lowest rate, usually reserved solely for ASCAP members, by entering **composerworkshop** in the Promo Code field of the online registration site. Register now at www.ascap.com/expo



ASCAP
www.ascap.com

We Create Music