

MMF Training



MUSIC PUBLISHING PROFESSIONAL DEVELOPMENT PROGRAMME 2010
Presented by the MPA, MMF & MMF TRAINING
Supported by PRS for Music

★ CPD ACCREDITED ★

"As a complete beginner I learned a great deal. Information was presented in a very accessible fashion."

"All excellent. Very happy customer."

"Keep up the excellent work."

"It was helpful and well organised. The speakers were very knowledgeable."

(delegate comments 2009)

The Music Publishers Association, Music Managers Forum & MMF Training are pleased to announce that their joint Music Publishing Professional Development Programme will run again in 2010.

This Programme has been developed and refined over time to ensure that all attendees become better equipped to take advantage of the new business opportunities that are central to the development of our industry. Individuals from all sectors of the music industry who are involved or interested in any aspect of music publishing will benefit from the Programme's varied and comprehensive content. The objective is straightforward: to provide practical information placed in the context of today's music industry.

Delivery of the Programme is designed to suit the busy lifestyles of those taking part. The course consists of six short, intensive modules. Each module consists of one 3-hour session delivered on a Monday evening, each commencing at 6.30pm and ending at 9.30pm. Reference materials will be supplied for each module.

Law Society members who attend this Programme may claim 3 hours accredited CPD time per module. The master class is also accredited by ILEX and fellows who attend may claim the time spent on the master class against their CPD requirement as stipulated in the ILEX fellowship agreement. Members of the ICAEW, AIA, ACCA and AAT may claim the hours spent on this master class against their CPD requirements as stipulated in their membership details.

PRICES (per module 6.30-9.30pm, including tea/coffee)

MPA/MMF members & PRS for Music staff:

£29.79 plus £5.21 VAT = £35.00 per module

AIM, APRS, BASCA, BPI, IAMA, ICAEW, MPG members:

£46.81 plus £8.19 VAT = £55.00 per module

Non-members:

£63.83 plus £11.17 VAT = £75.00 per module

VENUE: PRS for Music Boardroom, 6th Floor, Copyright House, 29-33 Berners Street, London, W1

All modules are stand alone, but collectively the Programme provides a wide-ranging analysis of all the issues, challenges and practical opportunities facing those involved or interested in today's music publishing industry. For further information about each module, see below. NB: Details of the Artist Management Programme, to take place in the second half of 2010, will be confirmed shortly.

Places are limited. We strongly advise booking your place early using the form below.

MMF TRAINING OFFICE

PO Box 161, Romiley, Stockport, SK6 3WQ.

Tel: +44 (0)161 430 8324 Fax: +44 (0)161 430 8333

Email: admin@mmf-training.com Web: www.mmf-training.com



PROGRAMME STRUCTURE & CONTENT SUMMARY

Module 1: Monday 15th February 2010

Music Publishing, Rights Ownership & Usage

- Music Publishing in 2010: new and existing income streams; the changing role of the music publisher; key issues and implications for UK music publishers
- Classical, Pop, Independent & Major Publisher Comparisons and Differentials: business opportunities, resources, practice, roles, functions and relationships
- The Creators in Context - Music Publishing & the UK Music Industry: music publishing and the "new business models"; interdependency between professions & business partners
- The Music Publishing Value Chain & Income Streams: practical analysis from creation to consumption and back again
- The Practicalities of Intellectual Property in the Digital Environment: on-line, mobile, interactive and on-demand services in 2010
- Practical Realities of Intellectual Property Rights & Music Publishing
- Sample Clearance Procedures
- Rights Ownership, Duration, Infringements & Exceptions

Module 2: Monday 15th March 2010

Creator / Publisher Relationships, Agreements & Contracts

- Contracts: exclusive songwriter agreements, single song assignments, administration, development deals and catalogue agreements
- Processes, Procedures & Relationships: from negotiation to termination / development to international
- Classical and Popular Music Publishing Agreements: differentials
- Roles & Rewards - Ownership & Income Participation in 2010: creators, performers, A/V & studio producers
- Key Terms & Conditions: implications and negotiation positions in 2010

Module 3: Monday 19th April 2010

Sub-Publishing, Co-Publishing, Publisher/Publisher Relationships, Contracts and International Royalty Tracking

- Sub-publishing, co-publishing and catalogue agreements
- Processes, Procedures & Relationships: from negotiation to termination
- Classical and Popular Music Publishing Agreements: differentials
- Key Terms & Conditions: implications and negotiation positions in 2010
- Royalty Tracking, Auditing & Attributable Income
- Deductions, Distribution and Collection

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Module 4: Monday 17th May 2010

Music Publishing in Audio-Visual Media: Rights Holders, Owners and Music Users

- Overview of Music Publishing and Audio-Visual Media in the UK: film, television, corporate productions, advertising, games & the web, including user generated content
- Options for Producers & Music Supervisors: including commissioned, commercial and library / production music – benefits and opportunities
- Blanket Licensing Agreements
- Assignment of Rights, Income Streams & Participation in Publishing: options, issues, practice and precedent
- Processes and Procedures: decision-making, documentation, commissioning and sync licence negotiations
- Roles, Responsibilities and Time Scales
- Key Terms & Conditions in Media Licensing

Module 5: Monday 7th June 2010

Music Publishing, The Record Business & Live Performance

- Creator / Artist and Record Company / Music Publisher relationships and dynamics
- A&R, Marketing, Royalty Accounting, Business Affairs, Media Licensing and International: roles, interdependency and activities
- Song Plugging & Cover Recordings
- Structuring Agreements: career implications for creator / performers
- Audio Product Licensing & Mechanical Royalties: rates, negotiations, global issues & differentials
- Licensing Live Music: classical & contemporary, popular music, grand rights and small rights worldwide
- Responsibilities, Roles, Functions and Procedures
- Issues, Perspectives, Barriers and Opportunities in Live Music

Module 6: Monday 5th July 2010

International Collecting Societies & Global Royalty Streams

- Working with Collecting Societies in All Key UK Catalogue Territories
- European & American Policies & Frameworks
- Roles, Functions and Income Streams: comparisons and differentials
- Documentation, Processes & Politics
- Deductions & Distribution
- Understanding Global Royalty Income Streams

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MUSIC PUBLISHING PROFESSIONAL DEVELOPMENT PROGRAMME 2010

NAME:	
COMPANY:	
JOB TITLE	
ADDRESS:	
TEL:	
FAX:	
EMAIL:	
MEMBERSHIP:	MPA MMF PRS for Music Staff AIM APRS BASCA BPI IAMA ICAEW MPG None

PLEASE TICK BOXES BELOW TO INDICATE WHICH MODULES YOU WISH TO ATTEND (IN ORDER THAT WE CAN RESERVE YOUR PLACE) AND **RETURN THIS FORM TO MMF TRAINING (SEE ADDRESS BELOW)** WITH THE APPROPRIATE PAYMENT.

MPA/MMF members & PRS for Music staff:

£29.79 plus £5.21 VAT = £35.00 per module

AIM, APRS, BASCA, BPI, IAMA, ICAEW, MPG members:

£46.81 plus £8.19 VAT = £55.00 per module

Non-members:

£63.83 plus £11.17 VAT = £75.00 per module

PLEASE MAKE CHEQUES PAYABLE TO MMF TRAINING. Sorry, but no refunds will be possible once places have been paid for. Substitute personnel are acceptable if individuals cannot attend.

**VENUE: PRS FOR MUSIC BOARDROOM, COPYRIGHT HOUSE, BERNERS STREET, LONDON, W1.
TIME: 6.30PM – 9.30PM**

Module	DATE	TITLE	TICK
1	Monday 15 th February 2010	Music Publishing, Rights Ownership & Usage	<input type="checkbox"/>
2	Monday 15 th March 2010	Creator/Publisher Relationships, Agreements & Contracts	<input type="checkbox"/>
3	Monday 19 th April 2010	Sub-Publishing, Co-Publishing, Publisher/Publisher Relationships, Contracts and International Royalty Tracking	<input type="checkbox"/>
4	Monday 17 th May 2010	Music Publishing in Audio-Visual Media: Rights Holders, Owners and Music Users	<input type="checkbox"/>
5	Monday 7 th June 2010	Music Publishing, The Record Business & Live Performance	<input type="checkbox"/>
6	Monday 5 th July 2010	International Collecting Societies & Global Royalty Streams	<input type="checkbox"/>

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