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Sample Assessment for Functional Skills English Reading Level 2

Band Manager

Source Documents

Note:

These materials relate to the Functional Skills English assessments that will be in use from September 2015

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3748-013
Level 2 Functional Skills English
Reading
Sample Assessment
Band Manager

Source documents

Do not write your answers in this booklet as this will not be marked.

All answers should be written in the space provided on the question paper.

Document 1 – Magazine article. Use this document to answer questions 1-3.

What makes a good band manager?

by L. Baden

A band manager is the public face of the band; he or she must have excellent communication and networking skills. You must be able to maintain a trusting relationship with a band, and you need the confidence to know when to take control and make decisions, and when to step back and let the band decide about the song arrangements and the musical direction.

You must be organised, excellent with people and have a good understanding of the industry. Crucially, you need to get people to part with their hard-earned money to come to see your band play live, using all the techniques you can come up with, including tried and tested methods such as flyers and posters.

Arguably, the most important and interesting aspect of your job is to negotiate all the relevant contracts with the various parts of the music industry, from merchandising deals to recording contracts, and venue contracts to publicity rights. Don't ignore your band's right to contribute to those negotiations, as they do have a personal interest.

Any advertising for an upcoming tour should generate more than enough ticket sales to cover the cost of the advertising itself. You need to consider if it is financially viable to

THE ULTIMATE AIM: A PACKED GIG

use TV or radio advertising of any planned tour. However, if your band is only booked to play small venues, the number of tickets you can sell is limited. The most profitable way to advertise your band may not be through TV or radio but on listings websites or magazines, or a targeted email to your fan base. All these decisions will be down to the band manager.

You must also be able to cope well under pressure. When someone loses their cool you have to make sure you don't – it's your job to keep calm and to put out the fires that other people start.

Research the area of the music business you want to enter and identify the key influencers, from the big promoters and broadcasters, to record company executives. Once you have done your research, go out and grab their attention and command their respect. Having an influential network is really important, so always be professional, but friendly and approachable, to maintain and create new contacts. Success in the music industry relies more on who you know than what you know. Those connections you make as a band manager will help your band. But what if the band falls apart? It does not have to mean the end of your career as a band manager if you have successfully built up a network of influential contacts.

The music business is a great industry to work in, but to be a manager requires drive, determination and a passion for music.

Document 2 – Webpage. Use this document to answer questions 4 - 6.

http:// *Music Industry Tutorials*.com/Contracts

Music Industry Tutorials

RECORDING | CONTRACTS | PUBLISHING | RESOURCES | CONTACT US

PROFESSIONAL HELP FOR THE MUSIC INDUSTRY

Useful Links

Jobs
Specimen contracts
A & R
Record labels
Copyright
Promotion
Royalties
Media

CONTRACTS IN THE MUSIC INDUSTRY – A SIMPLE GUIDE

As a band manager, one of the most important contracts you will ever sign is the one that you sign to manage the band. Before you sign, you need to be sure that you are a sufficiently driven person to cope with the role. Do you really know what you are getting yourself into? Late nights, life on the road, dealing with musicians' egos one day and negotiating a contract with a music publisher the next. It goes without saying that confidence and communication skills are really important.

Band Manager Contract Basics

- It doesn't have to be complicated! – Have a simple contract that covers money, division of labour (for instance, who will phone round the media when there is a gig, who will write promotional material), and the length of the agreement.
- It should be mutually beneficial - Even if your band has been at this longer than you, don't sign your life away for a crack at the big time. A band who really believes in you wouldn't expect you to do so.
- It should be signed in good faith - If you're looking for loopholes before you sign, or your band is, there are issues of trust. Trust is the cornerstone of any successful relationship between a band and the manager.
- A fair contract term is a one year agreement, with an option to extend the agreement at the end of the year if both parties agree.

In all contract negotiations it is important to be determined but to remain calm, even if the other party is becoming agitated. If you do, the chances are you will achieve an outcome that is beneficial for all parties involved.

Record Contracts

You need to be familiar with the standard conditions and clauses in many contracts, but the big contract as far as your band is concerned is the so-called 'break-through' contract with a major record label. Imagine the scene: after months of hard work, you are sitting in a plush office, the boss of a record label sitting in front of you, a contract on his huge desk... It would be a shame to come all this way and then sign a contract that leaves you and the band with very little to show for your efforts. Make sure you come prepared and always, always seek legal advice before you sign. Then brush up on your press release writing skills, so you can inform the world of your band's success!

www.musicindustrytutorials.com copyright 2015

Document 3 – Flyer. Use this document to answer questions 7 and 8.

WANTED – EXPERIENCED BAND MANAGER

ROCK 'N' ROLL

"★★★★★"

'One of the best groups you will ever see'

Steve Judd – judge at Unsigned Bands 2014

We are the next big thing, without a doubt. Why not get on board the train and join us on our journey to Rock 'N' Roll stardom? We are a five–piece band called Rock 'N' Roll, and we are already making waves in the music industry. We now wish to find a Band Manager who will take us to the next level. Are you connected? Join us and we will make history together (just as long as you don't try to change our line up and look).

If you are the right person to roll with us, you will need to prove that you have great organisational skills, as we plan to embark on a nationwide tour next year. Your job will be to organise the whole thing, so you need to be able to keep a calm head whilst everyone around you loses theirs. We need a huge audience to be invited to each gig and support bands who won't blow us off stage!

More importantly, do you know the bigwigs from the broadcast media, the head honchos from those record labels? We want them all there.

Knowledge of the industry is essential if you are to get the job, and the ability to negotiate those boring (but all important) contracts with publishers, record companies and venues is crucial. Let us get on with our jobs of making awesome music, while you get us the best contracts you possibly can.

We are the only band you need – are you the Manager we need?

CONTACT US NOW!

rock'n'roll@stageman.com

Phone **07111 112233**

Doc 1 - adapted from the following two sites:

http://education-portal.com/articles/Band_Manager_Job_Description_Duties_and_Requirements.html

http://careers.theguardian.com/what-does-a-music-manager-do

Doc 2 - adapted from:

http://musicians.about.com/od/beingamusician/bb/managercontract.htm

Pictures from Google images

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