

Artist Management workshop

27-28 February, 2020, Lecture Room I, Liszt Academy

Become who you are

- A practical branding guide to your personality and musicianship -

Lecturers: **Marc van der Heijde and Balázs Böröcz**

Far from being a buzzword, branding for musicians is essentially about the person being true to the position he or she has to take in the current world of music. A brand is a product, service, person, company or a concept with very distinctive characteristics. The more explicit the characteristics, the better in making the brand recognisable and identifiable.

The workshop title refers to the basic conviction that your own inherent interests and features form the core of your brand. Your personal path is exactly that: based on your person.

Musicians tend to see their musicianship as the brand. That would be a limitation of the options that you have to make a difference. This workshop will cover essential topics: personality, strategy and profiling. It will enable you to recognise and develop your strong points, and give you practical tools to start communicating better, tomorrow.

Marc van der Heijde is founder and owner of Green Room Creatives (Rotterdam, The Netherlands). It is a branding and marketing agency with focus on the classical music market.

Educated as a graphic designer at Academie St. Joost Breda, Marc gathered sixteen years of experience in visual identity development, lastly as creative director of the renowned Studio Dumbar (Rotterdam, Shanghai, Seoul).

His life-long passion for classical music made him found Green Room in 2011, to seek out new possibilities in this beautiful realm. Marc's expertise in brand strategy gives focus to identity development in design and communication. Whether for big organisations such as orchestras, or for individual musicians, Marc knows how to define relevant goals and make them come to life.

Clients include philharmonie zuidnederland, B'Rock Orchestra, Netherlands Chamber Choir, MAFestival Bruges, Nelson Goerner, Rick Stotijn, Julien Libeer.

www.greenroomcreatives.nl

Balázs Böröcz is a Hungarian photographer and visual artist. After finishing his studies in Budapest, he founded Pilvax Studio in Paris in 2008, setting a new standard in aesthetics for branding and imagery for classical musicians, and quickly becoming a respected design studio in that field.

In 2011, Balázs co-founded Pilvax & Oberyyn with film director Miklos Váli, as a film studio exclusively for classical music productions. They mainly produce in Germany, Switzerland, Austria, France and the United States.

His personal photography works have been published in various international magazines including Eyemazing, Il Fotografo, Geo Kompakt, Shots Magazine, and Photographer's Forum and have been exhibited in Europe, South America, and Asia.

Balázs Böröcz graduated from Corvinus University in Budapest where he studied Economics and Social and Economic Psychology. He also studied photography at the ASA Photography School with Hungarian masters Gábor Kerekes and György Stalter.

www.pilvaxstudio.com, www.pilvaxandoberyyn.com

WORKSHOP PROGRAMME

Thursday 27 February

- 13:00–13:45 Introduction of Green Room (Marc van der Heijde) and Pilvax Studio (Balázs Böröcz)
- 13:45–15:45 *Introduction 'On personality' (Who am I)*
The paradox: making it in classical music may not be (all) about making music.
Answers to: 'How do I make a difference as a musician, when there are many who play the same instrument, possibly with the same repertoire and a comparable CV?'

Assignment on Personality, a selection of individual presentations and communal evaluation
- 16:00–18:00 *Introduction 'On strategy' (Where do I stand)*
Making choices based on personality

Assignment on Strategy, a selection of individual presentations and communal evaluation
- 18:00–19:30 Individual consultations

Friday 28 February

- 13:00–15:45 *Introduction 'On profiling' (What do I offer)*
Making sure people understand your personality and strategy.
Answers to the audience's question 'Why is it interesting for me?'
Photo and video: why is it important to have films and photos regularly for you and for your projects? How to collaborate with a photographer: select the right person for the job, prepare for a shooting, budget and return on investment.
Use of a concept and moodboard, the importance of text.
Assignment on Profiling, a selection of individual presentations and communal evaluation
- 16:45–17:30 *Introduction 'On communication channels'*
Do not start with the usual channels, let profiling decide which works best for you.
Answers to: 'How can I use communication platforms such as a website, or social media without the feeling of being forced into a system?'
- 17:30–18:00 Communal question round
- 18:00–19:30 Individual consultations