

# CREATIVE INDUSTRIES

## INFRASTRUCTURE

### Outcome 3 : Networking

Name: Zachary Aaron Frulloni

Student number: 16010116

- INTRODUCTION

This essay explains the many benefits of networking, how I personally use it and it will also cover networking opportunities on three different perspectives: local national, UK and on a global level.

Networking is the exchange of knowledge between people that have a common interest. When an individual is networking he is not only receiving advice or information from someone else but he is also sharing his own knowledge to other people.

I personally use networking on a daily basis. I spend most of my free time producing music and networking has benefited me greatly. Social media is my main networking platform, I have joined many groups on facebook that are basically communities of producers, I use these groups to receive feedback on my own tracks and to give advice to other producers, it is very easy to establish a relationship between the other members , these relationships can also lead to opportunities and collaborations, this is one of the many benefits of networking. Another method of networking that I use is face-to-face networking, I am studying a HNC in sound production and I enjoy giving advice to my classmates, whether its mixing or arrangement tips. In my opinion face-to-face networking is much faster than any other method, Its easy to establish a relationship and I receive honest feedback, these benefits are not always guaranteed on social media.

- LOCAL NATIONAL

1. WIDEDAYS()

Wide days is a Scottish music convention that takes place in Edinburgh. Attendees have the opportunity to participate in seminars that give important insights relative to all fields of the music industry. There is also a seminar that gives feedback given by professionals on tracks submitted by the artists that attend.

2. XPONORTH

XpoNorth is a creative industries festival. It is considered a very unique festival as it covers five sectors of the creative industries (including music). The festival is funded by three major development agencies. These agencies are willing to support ideas and projects of young talents that attend the festival to bring them to life. While attending the festival you can participate in different panels and workshops and take advice from experienced and professional members of the industry, the panels take place during day time as during the night the festival organizes networking events between the attendees.

- UK

3. JAMES

The joint audio media education support offers education courses to students, the courses are taught by industry professionals that share their own knowledge and experience of the music industry. Students can benefit from equipment manufacturers through industry visits. The JAMES I.L.C encourages student collaborations through all courses. This is demonstrated by group assignments, joint project planning or attending workshops. Working with other people develops and enhances interpersonal skills, these skills are demanded in this industry, as they are key to successful projects.

4. PLASA

The Professional lighting and sound association is a trade association based in the UK. Plasa offers its members practical courses. The association publishes the latest projects and studies on the LSI and L&SA magazine. The show presents seminars, roundtables and workshops, these all cover a wide range of topics.

## 5. MPG

The music producers guild delivers many topics on their online forum to the guilds members, from mastering techniques to sound quality. Once you become a member you can upload your own audio files and receive feedback from other members of the guild, it is also possible to attend studio visits and equipment demonstrations. On the website the members directory allows you to contact producers or professional mixers to collaborate and work on your own projects uploaded on your profile.

- GLOBAL

## 6. AES

The audio engineering society is a society of individuals that all share the same passion: audio. The AES holds conventions every year in the U.S and in Europe. Artists, audio engineers, students and even scientists attend the convention to share new research and knowledge, the attendees can network through workshops, tutorials and technical papers. The AES has created not only a community for professionals but also a community for students. Student members have access to conventions for professional members. When becoming a member of the society you can access the AES E-library, this includes documents published from the AES, you will also be given access to different tutorials and videos, free plugins and networking opportunities.

## 7. NAMM

The national Association of music merchants is an event that is hold in California every year. It is considered one of the largest trade shows attracting musicians from all over the world. The event is divided in six categories: Concerts, education, exhibitor events, public affairs, special events and namm foundation. While attending education panels you will learn about how to use social media to get in contact with customers ( if you are running a small business) and improve your marketing skills online. They also discuss about the available online platforms for delivering your music, these panels are taught by professionals in the music industry.

- CONCLUSION

The best way to get your name out there and to find a job is networking. If you are struggling to do so, then take a step back and re-evaluate your networking strategies. There are so many benefits, whether you're looking for a job or finding inspiration, you are always increasing your contacts. In most occasions it doesn't even cost you anything. If you want to get noticed try going to conventions, trade shows or join online forums, as long as you are giving it a shot, it can only impact your career in a positive way.

Word count: 910.