

BUILDING AN INDEPENDENT MUSIC CAREER:

An instructive, informative and interactive lecture/performance event presented by singer-songwriter Scott Celani

When a young person makes a decision to start a career as a musician, the road ahead can be daunting. While the aspiring artist may have an idea of what kind of music he or she likes and what he or she wants to sound like, those are fairly easy answers. The questions that follow can be difficult and they don't seem to end –

- Where do I start?
- What kind of project do I want?
- Do I want to be in a band?
- Do I want to be a solo artist?
- Do I want to be a player for hire?
- Do I want to teach?
- Where can I record my music?
- How can I get my music out to the public?
- How can I book live performances?
- How can I go on tour?

The list goes on and on. **“Building an Independent Music Career”** is an event that serves as a platform to help answer many of these questions. For the past 10 years, the music industry has gone through cataclysmic changes, and it continues to change by the minute. Record deals are harder to come by than ever, but as a result of technology and innovations, resources and opportunities for the independent artist have increased dramatically. **“Building an Independent Music Career”** provides a roadmap of the opportunities as well as the obstacles in the music industry for the aspiring independent artist.

“Building an Independent Music Career” is an event that gives aspiring student musicians a chance to both learn and perform. The event is divided into 4 parts:

- Lecture
- Question & Answer
- Short Performance by the Artist/Speaker
- Open Mic for Attendees

Lecture

The lecture portion of the event is meant to be informative and interesting. Through the use of a Powerpoint presentation, video presentation with testimonials from professional musicians, hand-outs and classroom lecture, attendees will be given clear guidelines to building a career as a musician and navigating through the tough and turbulent world of music.

The lecture examines what is necessary to get started as a performing musician and recording artist, and challenges the aspiring musician to begin the journey by answering critical internal questions about what type of music career he or she truly wants. From this point, the lecture will examine such topics as choosing fellow collaborators, songwriting, recording, promotion (street, internet and beyond), booking live performances, self-management, artist image, networking with the industry, nurturing a fan base and much more.

Question & Answer

Attendees are allowed at least 30 minutes for a period of question and answer. In addition, attendees will be encouraged to stay in contact with the artist/speaker in future for additional insight and networking.

Short Performance by the Artist / Speaker

While obviously serving to entertain the attendees, the short performance is also meant to give them some insight into putting on a professional live performance and interacting properly with an audience.

Open Mic for Attendees

To top off the event, those in attendance will be given an opportunity to perform live themselves. Every bit of time spent performing in front of an audience is beneficial for an aspiring musician, and the ‘open mic’ will not only give the attendees an opportunity to learn, but also an opportunity to expose their music.

Myths about having a career as a musician:

- I need to have a record contract in order to have a career as a musician. **FALSE**
- The only musicians who make any money are the famous ones. **FALSE**
- I can only make a great recording in a big, expensive studio and with a big budget. **FALSE**
- I have to invest a lot of money if I want to promote my music to a wide audience. **FALSE**
- I can only book shows and go on tour with an agent or manager. **FALSE**

Credentials of the Artist / Speaker

As an independent musician, singer/songwriter Scott Celani has steadily built a successful independent music career over the past 4 years. Playing over 120 shows per year, Celani has performed live at colleges, clubs and festivals in over 75 cities throughout the U.S. and Canada. In the college market, Celani has performed at over 50 colleges nationwide and 7 college conferences (NACA and APCA). Celani has recorded 3 independent releases that have been met with rave reviews, and his music has been put into regular rotation on over 40 commercial radio stations throughout the U.S.

Celani has had live television performances on NBC, ABC, Fox and UPN, and he has performed live at National Football League games, National Hockey League games and Major Indoor Lacrosse League games. Having performed in front of crowds as large as 15,000, Celani has shared the stage with the likes of Hootie & The Blowfish, Our Lady Peace, Vertical Horizon, The Goo Goo Dolls, Good Charlotte, Good Charlotte and Sum 41. Celani writes and records with acclaimed Toronto record producer Brent Bodrug (Alanis Morissette, Oscar Peterson), and he has trained and studied with acclaimed vocal coach/producer Jan Smith (Rob Thomas, Usher, TLC, India Arie, Collective Soul, Edwin McCain). For more information on Scott Celani, go to:

www.scottcelani.com

www.celani-saturday.com

www.myspace.com/scottcelanimusic

www.sonicbids.com/scottcelani

www.cdbaby.com/celani

www.cdbaby.com/celani2