

## MUSIC PUBLISHING PROFESSIONAL DEVELOPMENT PROGRAMME 2007

Presented by the MPA & MMF TRAINING  
Supported by the MCPS-PRS Alliance

★ CPD ACCREDITED ★

*"I have been to a number of other music industry seminars/courses over the past four years and this was definitely the most valuable and best organized of these"*

2006 Programme delegate

Following the successful delivery of the 2004, 2005 and 2006 London programmes, the Music Publishers Association and MMF Training are pleased to announce that their joint Professional Development Programme in Music Publishing will run again in 2007.

There has never been a more important time for all sectors of the music industry to expand their knowledge and understanding of the music publishing business. This Programme has been developed and refined over time to ensure that all those attending are better equipped to develop the new business opportunities that are central to the development of our industry.

The Programme focuses on the practical application of its varied and comprehensive content, and is delivered to suit the busy lifestyles of those taking part. The course consists of five short, intensive modules. Each module consists of two 2-hour sessions delivered on consecutive evenings, each commencing at 6.30pm and ending at 8.30pm. Reference materials will be supplied for each module.

Individuals involved or interested in any aspect of music publishing in 2007 will benefit from the Programme content and materials. The objective is straightforward: to provide practical information placed in the context of today's music industry.

Law Society members that attend this Programme may claim 4 hours accredited CPD per module. The master class is also accredited by ILEX and fellows that 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 two-evening module 6.30-8.30pm, including tea/coffee)

*MPA/MMF members & MCPS-PRS Alliance Staff: £28.09 plus £4.91 VAT = £33 per module*  
*AIM, APRS, BACS, BPI, IAMA, MPG members: £45.11 plus £7.89 VAT = £53.00 per module*  
*Non-members: £53.62 plus £9.38 VAT = £63 per module*

### MMF TRAINING OFFICE

14b Turner St, Manchester, M4 1DZ.  
Tel: +44 (0)161 839 7007 Fax: +44 (0)161 839 6970  
Email: [admin@mmf-training.com](mailto:admin@mmf-training.com) Web: [www.mmf-training.com](http://www.mmf-training.com)

# MMF Training



All modules are stand alone, but collectively the Programme provides a wide-ranging analysis of all the issues, barriers and practical opportunities facing those involved or interested in today's music publishing industry. The sessions will be held at the MCPS-PRS Alliance Basement Bar at Copyright House in Berners Street, London. For further information about each module, see below.

**Places are limited. We strongly advise that you book your place early using the booking form below.**

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## PROGRAMME STRUCTURE & CONTENT SUMMARY

### Module 1:

*Monday 19<sup>th</sup> February 2007*

Part One: Music Publishing & The UK Music Industry

- Music Publishing in 2007: 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

*Tuesday 20<sup>th</sup> February 2007*

Part Two: Ownership, Income Division & Intellectual Property Rights

- Roles & Rewards: Ownership & Income Participation in 2007 – Creators, Performers, A/V & Studio Producers
- The Practicalities of Intellectual Property in the Digital Environment: on-line, mobile, interactive and on-demand services in 2007
- Protecting Your Works & Getting Paid: DRM, legal action & financial control
- Practical Realities of IPR & Music Publishing: copyright, related / neighbouring rights, performing and mechanical rights, lending & rental right, moral rights, trading names, trade marks, image rights & public communication
- Sample clearance procedures
- Rights Ownership, Duration, Infringements & Exceptions

### Module 2:

*Monday 2<sup>nd</sup> & Tuesday 3<sup>rd</sup> April 2007*

Music Publishing Agreements: Analysis & Implications

- Exclusive songwriter agreements, single song assignments, administration, sub-publishing, co-publishing and catalogue agreements
- Processes, procedures & relationships: from negotiation to termination / development to international
- Classical and popular music publishing agreements: differentials
- Key terms & conditions, implications and negotiation positions 2007

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## **Module 3:**

*Monday 30<sup>th</sup> April & Tuesday 1<sup>st</sup> May 2007*

### Music Publishing in Audio-Visual Media

- Overview of music publishing and audio-visual media in the UK: film, television, corporate productions, advertising, games & the world wide web
- Options for Producers & Music Supervisors: 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 2007
- Roles, responsibilities and time scales
- Key terms & conditions in media licensing

## **Module 4:**

*Monday 21<sup>st</sup> May 2007*

### Part One: Music Publishing & The Record Industry

- 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 in 2007
- Structuring agreements: career implications for creator / performers
- Audio Product Licensing & Mechanical Royalties in 2007: rates, negotiations, global issues & differentials

*Tuesday 22<sup>nd</sup> May 2007*

### Part Two: Music Publishing & The Live Music Industry

- Licensing live music in 2007 – classical & contemporary, popular music, grand rights and small rights worldwide
- Responsibilities, roles, functions and procedures
- Issues, perspectives, barriers and opportunities in live music

## **Module 5:**

*Monday 25<sup>th</sup> June & Tuesday 26<sup>th</sup> June 2007*

### Collecting Societies & Global Royalty Streams

- Collecting Societies in all key UK catalogue territories
- Roles, functions and income streams: comparisons and differentials
- Documentation, processes & politics
- Royalty tracking, auditing & attributable income
- Deductions, distribution and collection

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## MUSIC PUBLISHING PROFESSIONAL DEVELOPMENT PROGRAMME 2007

<b>NAME:</b>	
<b>COMPANY:</b>	
<b>JOB TITLE</b>	
<b>ADDRESS:</b>	
<b>TEL:</b>	
<b>FAX:</b>	
<b>EMAIL:</b>	
<b>LEGAL STATUS:</b>	UNEMPLOYED <input type="checkbox"/> EMPLOYED <input type="checkbox"/> SELF EMPLOYED <input type="checkbox"/> STUDENT <input type="checkbox"/>
<b>LENGTH OF TIME IN CURRENT JOB:</b>	
<b>MEMBERSHIP:</b>	MPA <input type="checkbox"/> MMF <input type="checkbox"/> MCPS-PRS Staff <input type="checkbox"/> AIM <input type="checkbox"/> APRS <input type="checkbox"/> BACS <input type="checkbox"/> BPI <input type="checkbox"/> MPG <input type="checkbox"/> IAMA <input type="checkbox"/> None <input type="checkbox"/>

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 & MCPS-PRS Alliance staff £28.09 plus £4.91 VAT = £33 per module  
 AIM, APRS, BACS, BPI, MPG members: £45.11 plus £7.89 VAT = £53.00 per module - ditto  
 Non-members: £53.62 plus £9.38 VAT = £63 per module - ditto*

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: Basement Bar, MCPS-PRS Alliance, Copyright House, 29-33 Berners St., London W1**  
**TIME: 6.30PM – 8.30PM**

Module	DATE	TITLE	TICK
1	Monday 19 <sup>th</sup> February 2007 & Tuesday 20 <sup>th</sup> February 2007	Part One: Music Publishing & The UK Music Industry Part Two: Ownership, Income Division & Intellectual Property Rights	<input type="checkbox"/>
2	Monday 2 <sup>nd</sup> April 2007 & Tuesday 3 <sup>rd</sup> April 2007	Music Publishing Agreements: Analysis & Implications	<input type="checkbox"/>
3	Monday 30 <sup>th</sup> April 2007 & Tuesday 1 <sup>st</sup> May 2007	Music Publishing in Audio-Visual Media	<input type="checkbox"/>
4	Monday 21 <sup>st</sup> May 2007 & Tuesday 22 <sup>nd</sup> May 2007	Part One: Music Publishing & The Record Industry Part Two: Music Publishing & The Live Music Industry	<input type="checkbox"/>
5	Monday 25 <sup>th</sup> June 2007 & Tuesday 26 <sup>th</sup> June 2007	Collecting Societies & Global Royalty Streams	<input type="checkbox"/>

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