



Universität der Künste Berlin

Berlin Career College

Refugee Class - free

Module 3: Self-management and self-marketing for musicians



Dear musicians!

In the week from May 2nd to May 4th it's all about music. Specifically we would like to pass on knowledge on how to work professionally with music in Germany. We would like to provide an insight into self-management, self marketing and an introduction to the German music economy.

This is a program for refugee musicians who already have some experience with public performance.

Foto: Jason Krüger

In the week from May 2nd to May 4th, we will offer the following topics:

Monday, May 2nd, 2016

4 pm – 7 pm: Social Media DIY Starter-Kit. How to create and design your own web appearance – Wordpress and other media platforms with Matthias Krebs (University of the Arts Berlin, DigiMediaL)

8pm: Excursion: Berliner Musiker Treff, Meeting Point "Zosch", Tucholskystr. 30 (Next Station S-Bahnhof Oranienburger Straße). Berliner Musiker Treff is a meeting point for Berlin musicians to network, exchange experiences and discuss professional issues since 2012.

Tuesday, May 3rd, 2016

6 pm – 8.45 pm: Engaging the fanbase: How can we use social media in our favor? How do we get people to talk about our project? With Leonard Schulz (Il Civetto Band)

Wednesday, May 4th, 2016

6 pm – 8 pm: Gigs! Gigs! Gigs!: Where and how can I perform my music in Berlin? Which rules apply for performances in the public sphere or in train stations? Which bars and concert venues are open towards newcomers? How do I get a festival booking?

The number of participants in each session is limited so that timely and binding registration is advisable. The program will be held in English or German. Translators for other languages are welcome to come.

For registration until April 30th:

refugee-class-ziw@udk-berlin.de

www.udk-berlin.de/ziw

Workshop location Monday - Wednesday:

Universität der Künste Berlin

Berlin Career College

Bundesallee 1-12, Room 336

10719 Berlin

Subway stop: Spichernstraße U3/U9