

Open Call

What is Slash?

Slash is an innovative learning program supported by Europe Creative, for emerging professional musicians who want to improve new topics and new ways to manage their career aside their musical abilities.

The Slash program features a range of networking opportunities, as well as learning, mentoring and coaching sessions with stakeholders from music industry and many more.

Why should I apply?

Slash is the opportunity to take your career to the next level with a long-term vision thanks to practical tools.

Nowadays, being a musician means being multi-tasking and omniscient: Practice its instrument, develop its career, integrate at least one network of professionals, promote its project, diversify its revenue streams, manage copyrights, understand and deal with new digital practices.

Nowadays, being a musician is to be a key influencer and the major stakeholder of its career.

Slash is a learning program dedicated to 5 emerging professional musicians. The main goal of this program is to support musicians in this new context and to provide

them concrete and practical tools to solve issues, detect new opportunities and deal with day-to-day life.

Slash program will provide the finalist with the following:

DEVELOP AN ENTREPRENEURSHIP MINDSET (7-days workshop)

- Defining audiences and clients based on metadata and data-metrics
- Designing a brand based on storytelling and an operational direct-to-fan strategy
- Fundraising crowdfunding, endorsement, and music-monetizing tools
- Copyright management, metadata, and royalties tracking tools
- Using artist-centric applications and tools for business issues
- Google referencing, Spotify artist profile and YouTube channel management
- Defining the legal status for its career as a “slasher” musician

DEVELOP A “SLASHER” MINDSET (5-days workshop)

- Building a “slasher” career strategy based on resilience and versatility
- Listening, mapping and using the “weak signals”
- Creative thinking and collaborative management
- Time management, basic stress, anxiety management and health advices
- Approaching gender issues, unconscious bias, sexual harassment and strengthening of its sense of legitimacy

LEARN AND GET INSPIRED

- Mentoring & Coaching sessions during 5 months
- Personal e-learning pathway
- Attending 1 International festival

DEVELOP A EUROPEAN MOBILITY

- Travelling through 2 European countries (France, Greece)
- Connecting with the European music ecosystem
- Creating its own European network

GET MASSIVE EXPOSURE

- Promotion on Slash communication tools (website, social media, print, digital handbook, European & professional events...)

The Slash program is charged 500€. That’s it. It includes travels, hotels, subsistence, workshops, coaching, mentoring and e-learning pathway.

Submission & Selection

Who can apply?

Slash is open to all artists from EU countries area who would like to benefit from this program and fit the selection criteria.

What are the criteria for selection?

- Be 18 years old or over
- Be an individual artist with the ability to compose, produce & arrange music
- Have (or take part in) a professional music project
- Have a solo/duet music project
- Make a living out of music
- Ability to perform during international showcase festival
- Justify media coverage & presence on social networks
- Present a career development strategy
- Have a good command of English

What is the process?

All requests go through a selection process.

- STEP 1: Collecting the application & checking eligibility (documents, experiences...)
- STEP 2: Trempolino and a pre-selection committee will choose 15 pre-finalists.
- STEP 3: Trempolino will interview (via Skype) the 15 musicians
- STEP 4: A curator board will select 5 musicians out of the 15 pre-selected musicians

What is expected from the participants?

- The musician must be available to attend 2 workshop sessions: 7 inconsecutive days in November/December 2019 in Nantes (FR), 5 consecutive days in February/March 2020 in Athens (GR)
- The musician must be available to attend the Transmusicales festival: 2 days in December 2019 in Rennes (FR)
- The musician will write 2 workshop evaluation reports, 1 mentoring evaluation report, 1 coaching evaluation report
- The musician will sign a pathway agreement before the beginning of the program
- The musician is requested to handle visa/ID formalities when needed
- The musician is to provide Slash/Trempolino with all administrative documentation by the end of October 2019

How to submit your application?

All submissions must be made online via www.music-incubator.com

Are there application costs?

There is no cost for entering the open-call

Are there participation costs?

The Slash program is charged 500€. That's it. It includes travels, subsistence, hotels, workshops, coaching, mentoring, e-learning pathway.

What are the key dates and deadlines?

- Call for entries: 2nd September 2019
- Deadline for submission: 27th September 2019
- Announcement of the finalists: 15th October 2019

All applying musicians will receive a confirmation email specifying whether the participant has been selected or not.

More questions?

Please contact us. Chloé Nataf: chloe@trempo.com