



WHAT IS SLASH?

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

The Slash program features a range of networking opportunities, workshops, as well as mentoring and coaching sessions with stakeholders from the music and cultural industry.

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 songwriter-producer 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 songwriter-producer is to be a key influencer and the major stakeholder of its career.

Slash is a learning program dedicated to nine emerging professional songwriter-producers. The main goal of this program is to support songwriters-producers 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 finalists with the following skills:

1. MAXIMIZE YOUR RIGHTS

Author's rights and copyrights (6-days' workshop in Lisbon, Portugal)

- Understanding the entire author's right and copyright value chain
- Working with an Author Society: registration, declaration, author's right/copyright management, metadata, and royalties tracking tools
- Working with a publisher: interests and relationships
- Developing its back catalogue thanks to the streaming platform
- Building new strategies with music library company
- The future of author's right / copyright: blockchain and footprinting.

2. DEVELOP A SLASHER MINDSET

Entrepreneurship / Business workshop (6-days' workshop in Promus, Aarhus, Denmark)

- Understanding the general music industry ecosystem
- Designing a SLASH musician brand based on storytelling, marketing and operational direct-to-fan strategy
- Fundraising, crowdfunding, endorsement, sponsoring, and music-monetizing tools
- Using artist-centric applications and tools for business issues
- Defining the business model for my career as a songwriter-producer: the diversification of activities (community projects, movies, teaching, tourism...)
- Designing the right time balance between artistic activities and business activities.

3. EXPLORE THE FUTURE

"MUSIC 2030" workshop (6-days' workshop in Nantes, France)

- Discovering and practicing the new instruments
- Understanding what artificial intelligence is and which will be its role in 2030
- Composing in a binaural approach for virtual reality and augmented reality
- Understanding the connected speakers issues
- Learning about the next roles of the blockchain
- Building my career in a more sustainable world

4. LEARN AND GET INSPIRED

An individual program will be implemented throughout a 6-months period, divided into two main parts:

- A mentoring program
- A coaching program

5. DEVELOP A EUROPEAN MOBILITY

- Travelling through three European countries (France, Portugal, Denmark)
- Connecting with the European music ecosystem
- Creating its own European network

6. GET MASSIVE EXPOSURE

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

7. DEVELOP YOUR NETWORK

Networking sessions during international showcases festivals

Given the international health situation, the program might be subject to change depending on sanitary restrictions and travel conditions.

SUBMISSION & SELECTION

Who can apply?

Slash is open to all artists from EU countries 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
- Having (or taking part in) a professional music project
- Having a solo/duet music project
- Ability to perform during international showcase festivals
- Make a living out of music
- Justify media coverage & presence on social networks
- Present a career development strategy
- Speak English

What is the process?

All requests go through a selection process.

- **STEP 1:** Online application by the candidates, **4th November 2020 to 6th December 2020**
- **STEP 2:** Submissions will be reviewed by Trempolino to check the applicant's eligibility, **mid-December 2020**
- **STEP 3:** Pre-selection, **early January 2021**
- **STEP 4:** Pre-selected applicants are interviewed through Skype, **mid-January 2020**
- **STEP 5:** Final selection of the 9 musicians, **from 25th January 2021**

The selection board is composed of eight people: two members of Trempolino, two members of SACEM, the main partner, a member of Spot festival, a member of MIL festival, a Slash alumni (first edition) and a relevant professional from the music business / creative sector.

This selection board respects parity and is therefore, is composed of 50% of women and 50% of men. The selection decisions are final and without appeal. By entering the open-call, the Applicant agrees not to challenge the selection decisions on any ground.

The selection will be made on the following criteria:

- Skills
- Experience
- Motivation

What is expected from the participants?

- The musician must be available to attend 3 workshop sessions: six days in March 2021 in Lisbon (PT), six days in May 2021 in Aarhus (DK) and six days in June 2021 in Nantes (FR)
- The musician will write three workshop evaluation reports, a mentoring evaluation report, a 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 January 2021

How to submit your application?

All submissions must be made online via www.slash-program.eu

Are there application costs?

There is no cost for entering the open-call.

Are there participation costs?

There is no cost for participating in the program. Travels, subsistence, hotels, workshops, coaching and mentoring are supported by the organizers and the financiers. It is completely free for the applicants!

What are the key dates and deadlines?

- Call for entries: **4th November, 2020**
- Deadline for submission: **6th December 2020**
- Announcement of the finalists: **end of January 2021.**

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

DELAYS & CANCELLATION

With the health crisis context, we can't have a clear vision on the future state of the sanitary situation in European countries. The Slash Program is confirmed no matter the sanitary situation since some of the activities can be run online. Regarding the physical gatherings, we will do our best to carry them out and if necessary, we will favour the postponement or the reconfiguration rather than the cancellation.

MORE QUESTIONS?

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