



# EMPOWER

your musical career today

PavMusic Productions in conjunction with Unity College, Halo Music, Christian Super, Aussie Christian Gigs, Hope103.2FM & Sozo Productions

*presents*



# EMPOWER

## your musical career

*A 1 day Seminar specifically for Emerging Christian Artists*

*Whether a solo singer/songwriter, a small group, worship team member or band with a desire to tour - if your goal is to be in the Christian music industry*

**This 1-day seminar is for you!**

*Top speakers, great information, opportunity to network and all exclusively for you, the emerging and newer Christian performer!*

**Saturday 23 July**

**9am – 5pm (doors open from 8.15)**

**Bookings Essential**

Northside Community Church and Conference Centre  
Cnr Pole Lane & Oxley St, CROWS NEST, NSW 2065

For further information go to [pavmusic.com](http://pavmusic.com) and click on the Event tab, contact the organiser  
Ian Pav on :

**0419 240 770**

or

email: [info@pavmusic.com](mailto:info@pavmusic.com)  
with a subject line 'Empower Inquiry'

### Booking information

**Spaces are strictly limited** for this one off Sydney event - so don't delay! Book your place now

Go to HaloMusic ([halomusic.com.au](http://halomusic.com.au)) direct link <http://halomusic.com.au/store/empower11.html> or download a pdf from [pavmusic.com](http://pavmusic.com) under the Events tab

### We would like to thank all our sponsors



[pavmusic.com](http://pavmusic.com)

PO Box 1304 Tuggeranong DC, ACT 2901

## Don't think you need to attend? Let me ask you 4 questions .....

- 1 Are you financially supporting yourself comfortably from your music activity - gigs, CD and merchandising sales and other areas? (or do you have to supplement with a 'real job')
- 2 On your last CD did you have embedded ISRC codes and metadata? Do you really know why it is so important?
- 3 Do you understand how to determine the price point for your music within your genre to be competitive - and know how to maximise overall profit rather than one off hits?
- 4 Are you systematically working to grow your following and fan base? Do you know why your image works? The latest marketing ideas? And how 500 'real' friends on facebook, myspace, enews mailing lists, etc - are worth more than thousands of names.

**If you answered 'NO' to any (or especially all) of these questions you must seriously consider this one day seminar!**

## — Are you

an emerging Christian musician, group or band who is serious about being in the music industry?

A semi-established Christian musician or group needing more knowledge to get to the next stage?

Someone finishing HSC or tertiary music studies wanting to be in the Christian music scene but not knowing what is involved?

## Then this is for you!

Ian Pav & PavMusic Productions with 35 years experience in the music industry has put together an **Artist Development Program - designed specifically for Christian performers serious about furthering their career through understanding, knowledge, contacts and opportunities... Empower YOUR Music Career.**



## This one day seminar will look at:

- Is being professional and 'in business' in line with biblical teaching and a ministry?
- Are you maximising your monetary return from music sales?
- What are the top 5 tips for increasing your chances of radio airplay?
- What is the reality and how can you increase your opportunities to sell your music through Koorong or other Christian stores?
- What are 'labels' and publishers really on about and should you be pitching to them or not?
- Royalties - are you getting your share?
- What 'other' avenues are there for your music (the sync market for example)?
- Marketing, image and some top tips for building your 'following' - at gigs, effective social media activity and more
- What are the potential trends and ideas for the future? Panel session
- Hear experienced Christian artists from a range of genres sharing their top tips to success in the business - Panel Session

## — Speakers include

**David Parker** (EMI & EMU Music)

**Mike Gore** (MD Halo Music)

**Malcolm Hawker** (MD CCLI)

**Aaron Guilmette** (Koorong)

**Ebon Knox** (Rhema, iChristian & 3:16 records)

**Andrew Morris** (Hope 103.2FM)

**Greg Morrow** (APRA)

**Joshua Hutchins** (Full Hearts)

**Andy Judd** (Garage Hymnal)

**John Morrison** (Swing City, Drummer and educator)

**Simon Lister** (Nylon Studios)

**Sue Duchesne** (Song Central)

**Ian Pav** (PavMusic)

## The cost?

We know this is great value at **\$75 per person**

**Band discount - \$64 per person**

if you are a band of 4 or more booking as one group

**Group Discount - \$59 per person**

if you book as a group of 10 or more

All prices include GST, booking fee and morning & afternoon tea supplied

**Note** - in most cases this event can be applied as business development expense for tax purposes. Attendees must be over 17 years of age.

The seminar will be a full on day kicking off promptly at **9am** and going to approximately **5pm**.

*Morning and afternoon tea will be provided - a lunch break will give you opportunity to get food down the road or bring your own, and allow time for making contacts to network and share later.*