

Creative Entrepreneurship for Musicians

A two-part lecture for musicians preparing to enter the industry

For an example of a recent lecture series on this topic given at the Institute of Contemporary Music Performance, please view [this video](#) and [this article](#). Eddy recently gave an interview for Leeds College of Music, featured in their publication, *'The Musicians' Survival Guide'*, which you can read [here](#).

Creative Entrepreneurship for Musicians is a two-part 90-minute lecture aimed at preparing both undergraduate and postgraduate students for life within the music industry. The lectures explore the topics of building successful freelance portfolio careers and the benefits of commercially viable self-promoted projects. The two lectures are delivered by percussionist, educator and creative producer [Eddy Hackett](#), who has over 10-years' experience within the industry. Eddy has performed with over 30 professional orchestras worldwide, recorded movie soundtracks including *The Hobbit* and has given masterclasses, lectures and instrumental coaching sessions across the UK, Europe and Far East. He is a director and co-founder of [The Lost Estate](#), creators of the immersive music experience.

Never before has being proactive and in charge of your career been so important. As we see the impact of COVID-19 on the creative industries in addition to prolonged funding cuts to arts organisations and the challenges to presenting live music in a digital age, the concept of the **musician as entrepreneur** is more relevant than ever. However, amongst this dynamic musical landscape lie many opportunities! By responding to changes in audience tastes and embracing innovation within technologies and performance practices, musicians can thrive and make their voice heard above the noise.

A successful business - ie. a business that is highly regarded by audiences/industry peers, is financially sound and satisfies the business owner on an emotional level - relies on combining a superb product with a highly effective sales campaign and the ability to make consistently good decisions. *Creative Entrepreneurship for Musicians* explains four key points which Eddy believes are essential to a thriving, positive business: a dynamic creative vision; creating/managing teams; methods for acquiring relevant/crucial knowledge; synthesising theory with practise in order to 'deliver the goods'. As well as laying the foundations to sound theoretical knowledge on the subject, *Creative Entrepreneurship for Musicians* draws on Eddy's insights from the industry to contextualise core principals with lived experience, helping students to develop an entrepreneurial mind-set and a positive work/life balance.

Through a mixture of taught material, group discussion and student-led actives, the lecture examines topics such as:

- Developing a portfolio career
- First opportunities within the industry
- Digital and interpersonal practices for networking and personal promotion
- CV development
- Funding and structuring self-promoted work through examining the merits of charitable and commercial strategies as well as 'how-to' guides for implementing each model
- Developing relationships with long-term collaborators such as external promoters, fixers and funders
- Developing excellent business and enterprise skills such as a proactive approach, time management, problem solving, and the art of 'learning by doing'

Eddy has given these lectures over 20 times at institutions including the Royal Academy of Music, Royal Conservatoire of Scotland and the Universities of Edinburgh, Glasgow, East London, Liverpool, Salford and Goldsmiths College. From survey data collected from previous lecture attendees, 89% of participants found this lecture useful to their future careers and 95% of participants would recommend the lecture to others.

For more information, please contact: eddy.hackett@gmail.com | 07734102295

Participant and staff quotes from previous *Creative Entrepreneurship for Musicians* lectures:

"I've invited Eddy to speak to both undergraduates and postgraduates at the RAM. His talks combine a deep seated practical knowledge of the world of music, alongside an honesty and positivity about how to get on, which our students have found both enlightening and encouraging." - **Dr Jessica Walker, Lecturer in Artist Development, Royal Academy of Music**

"Eddy is an articulate academic who is regularly invited to deliver lectures for students at the Royal Conservatoire of Scotland. He does a great job helping the students prepare for written assessments and acts as a figurehead for students here at the conservatoire. As a producer of critically acclaimed immersive mixed-discipline events, Eddy demonstrates keen powers of originality and the ability to design creative concepts that attract new and lucrative audiences at the cutting edge of culture. Indeed, for me and for the RCS, Eddy truly represents the 21st Century musician, who is equal-parts outstanding musician, academic and entrepreneur."
- **Elizabeth Jenkinson, Lecturer in Professional Skills, Royal Conservatoire of Scotland**

"Eddy Hackett is a musician with a particular interest in young entrepreneurs who seek guidance in self-employment. Eddy has a wealth of experience that he expertly shared with our students, delivering an engaging and insightful masterclass to nearly 200. His preparation and focus made for an enthralling session detailing many areas including those of individual students. We will definitely be working with Eddy in the future" - **Tim France, Director of Music and Dance, Salford University**

"Eddy ensured that all of the students felt involved in the session. His breadth of professional experience means that he can engage with a really wide range of musical - and theatrical - genres: this came across strongly and really inspired our students to think deeply and imaginatively about what being a professional musician means in today's world. Lots of useful information and examples of excellent strategies" – **Professor Bill Sweeney, Head of Music, University of Glasgow**

"Eddy Hackett's lecture on Creative Entrepreneurship for Musicians which he gave to students from the University of Liverpool and City of Liverpool College was practical and informative. Using a substantial 'menu' of topics and his own experience, he was able to respond enthusiastically to a wide range of career interests amongst the students with detailed, credible advice" - **Dr Helen Thomas, Artistic Coordinator & Public Engagement Officer, University of Liverpool**

"It was really useful to have a musician who is pursuing a successful portfolio career speak to our students, who will themselves need to adopt an entrepreneurial approach to their careers. Furthermore, Eddy was able to give individual advice tailored to each student's aspirations, which they found very helpful" - **Dr Tom Sykes, Programme Leader, BA (Hons) Popular Music, City of Liverpool College**

"It was a very rounded and well-balanced lecture. I felt you gave me a vision of a route forward" - **City of Liverpool College student**

"The lecture was extremely applicable to real-world scenarios and how to approach a career in the industry. It was extremely well delivered and engaging" - **University of East London student**

"I particularly liked when Eddy asked everyone about themselves; he actually remembered everything each person said and then tailored the lecture to them" - **University of Glasgow student**