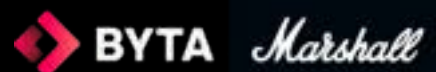


# DIGITAL LAUNCH ACADEMY

## Course Outline

**A free 1-day course:  
Preparing to release music  
in the digital age**

Thursday 16th November, 2023



# Course Outline

## **Session 1      Pre-Release: Be Prepared to Take the Next Step with Your Music**

In this first session of the full-day course, you will learn about the pre-release process and the must-knows when preparing your music. Expect insights on audio file metadata (and why it matters for discoverability and getting paid AND played), pre-release “hygiene”, music sharing, audio quality and more. Plus, how this relates to music creation and sharing with the wider music industry. This session is presented by Byta / byta.com founder & CEO, Marc Brown.

## **Session 2      Post-Release: PR, Promotion, Streaming Optimisation & Touring**

This second session will explore how artists can leverage promotion, PR, marketing, streaming optimisation and live touring as part of their release campaigns. From playlist pitching and the importance of harnessing a streaming audience, to booking live shows locally and internationally. And much, much more! This session will be presented by Marshall Live Agency's Natasha Arciniega!

## **Session 3      Digital Best Practices: File Formats & Audio Security**

Diving further into the weeds of the pre-release process, this session will equip you with tools and knowledge around digital best practices when preparing your music and following your release too. Expect insights on file formats including lossy vs lossless, metadata's relationship with different file formats, audio security and why it matters to control your narrative, music sharing in practice and much more.

## **Session 4      Social Media Maintenance: A Guide For Artists**

Keeping your online presence consistent to maintain and increase fan engagement is essential as an artist. But what are the key strategies for short form vs long form content? How can you use social media to gain new fans but also to nurture existing fans? Social media strategies vary for everyone. Find out more in this session, run by Marshall Amplification's Social Media Executive, Ben Walker.

**Final short session: Group networking: all speakers and participants.**