Entrepreneurship, Leadership and Innovation Programme

Escuela Superior de Música Reina Sofía
Why an Entrepreneurship Programme for Musicians?

Entrepreneuring, innovating and leading the change

Multi-employment and temporality

Musician’s social responsibility

NEW SKILLS DEVELOPMENT

Objective: Bring new audiences

Technology: new tools, broader scope
For Master’s Degree students and alumni

1. **TO INSPIRE**
   Meetings with great artists
   Dialogues with personalities from classical music world to learn from their experiences

2. **TO TRAIN**
   Classes to acquire self-management skills
   Storytelling, pitching a project, legal matters, performing rights, networking skills, digital marketing, etc.

3. **TO CREATE**
   Work in teams
   Design and implementation of an artistic, social or technological innovation project, with budgetary endowment and a coach for each group
“For what one has to do, we learn by doing” - Aristotle -

Projects Lab

Skills and competences development
- Project management
- Teamwork
- Research
- Budgeting
- Artistic production
- Marketing and communication planning

Project types
- Creation of new concert formats
- Technology projects to develop audiences
- Social impact projects to help through music
- Environmental projects to raise awareness

A budget up to 3.500€
2 presentations in front of a Committee of Experts
Up to 10 sessions with the coach
Implementing the Programme

Knowledge acquired and methodology

<table>
<thead>
<tr>
<th>Year</th>
<th>Success factors</th>
</tr>
</thead>
</table>
| 2016-17 Pilot | - Kick-off meeting
               - Motivating the students                                                    |
| 2017-18       | - Incorporation of alumni
               - Prevalence of the practical part over the theoretical                     |
| 2018-19       | - Teachers and speakers of the classical music sector vs business world
               - Reflective and coaching sessions with the students to set up the teams    |

Surveys

Surveys
Advocacy and sharing experiences

The role of High Education Music Centers in the student’s career prospects

- 9th May 2019
- 22 conservatories attended
- Other professional institutions from the classical music sector

Entrepeneuring and innovating in Classical Music

- 18th October 2019
- Public meeting
- 100 attendees
- International and national experts

New values
New culture
THANK YOU!!

Esther Viñuela: evinuela@albeniz.com