

Please send the following items for assessment:

1. A portfolio containing a business proposal outlining a music-focused entrepreneurial activity

This could be currently active, or one that you wish to develop in the future. The portfolio could contain a wide range of information, imagery or budgets, presented in any way that you feel is appropriate to the proposal. It could be physical, entirely electronic and/or web-based. Any musical content in your portfolio may be generated by you or a third party, but you must acknowledge who the copyright holder is.

Examples of activities:

- Promotion or budgeting material for a concert, gig, club night
- Blogs/websites/social networks promoting an artist, DJ or songwriter
- Video showreel of an artist that you manage or promote
- A release schedule for a single or download release
- Marketing material for the launch of a merchandising range
- A website specialising in a specific genre of music for release
- A blog or website that specialises in music journalism or critique or commentary on the music industry

Example of what a portfolio might contain:

- Images
- MP3s, CDs, Vinyl
- Merchandise
- Magazine/Blog layouts
- Budget plans/Financial statements
- Articles, physical or online
- Artefacts e.g. CD sleeves, posters, flyers
- Record Label branding e.g. logos, trademarks
- Written descriptive content of activities

2. A short video with your answers to the following questions (please speak to camera)

- Why do you want to study at Leeds College of Music?
- Why do you want to study music business?
- What do you think has had the biggest impact on the music business in the last twenty years?
- Why should we offer you a place at Leeds College of Music? What can you bring to the conservatoire?
- Please give us an example of something you have found particularly challenging in your studies, and how you have met the challenge.
- What do you want to do once you've finished your studies?

Please remember:

- Video files (eg performances, answers to our questions) must be formatted as .avi or .mpeg4
- Audio files (eg portfolios) must be high quality .mp3 files (192kbps)

Submitting your materials:

Instructions on how to send us your files will be included in your formal invitation to submit them.

Once we have reviewed your videos and/or portfolio we may arrange a short interview with you via phone or Skype.