



WHERE EDUCATION  
MEETS THE MUSIC INDUSTRY

ICMP

The Institute  
of Contemporary  
Music Performance

FREE WORKSHOPS

# Inspiring music's next generation

Established for over 30 years,  
ICMP remains the leading  
innovator in contemporary  
music education.

[icmp.ac.uk](http://icmp.ac.uk)

For over 30 years, ICMP has inspired, empowered, and supported students to achieve their creative and musical ambitions. Our key philosophy is an acknowledgement that every student is unique and will fulfil their potential through a tailored and personalised experience.

#### **Inspiring music's next generation**

We offer a range of workshops designed to introduce young musicians to various areas of creative study. Our workshops can be scheduled for your school/organisation between 9am and 5pm, Monday to Saturday.

The sessions range from one to two hours and can be delivered either at our state-of-the-art facilities in London's Kilburn or at a location of your choice.

## **Book a workshop**

To discuss our workshops in greater detail and book a session, please contact our specialist Outreach Team:

By phone: **020 3959 1991**

By email: [outreach@icmp.ac.uk](mailto:outreach@icmp.ac.uk)

*We look forward to hearing from you.*



# Our Workshops

## MUSIC PERFORMANCE

### Songwriting and Spoken Word

Jump into songwriting practice in this workshop and unlock elements that will kickstart your creativity. Led by an expert ICMP Songwriting tutor, you'll explore the key beginnings and fundamental techniques needed to write your own song. Your learning will be hands-on for much of the session and you'll finish with either your own piece of work or a collaboration you've completed with one of your classmates.



### What Makes a Great Performance?

A fantastic workshop for up-and-coming performers, you'll have the opportunity to play live with one of our industry professional tutors. You'll gain great insight and advice around stagecraft and musicality from them as part of your live performance feedback. By the end of the session, you'll have developed a better understanding of performance practice so you can apply new knowledge to reviewing your own performances.



### What Makes a Modern Hit?

Get ready to delve into the meaning of creativity, discuss the importance of terrible ideas, and dissect the creative journey. During this session, you'll look at some of the theories and techniques you may already be using in your work and the impact minor technique changes can have. Finish the session with a clearer understanding of how musical language can impact your musical output.



### Discovering the Songwriting Process

What makes a good song and why? During this session, you'll uncover the nature of songs, be introduced to the common stages of the creative songwriting process and explore techniques for starting an original song. You'll have a fantastic opportunity to attempt collaborative songwriting, guided by one of our expert ICMP songwriting tutors. If you play an instrument, bring it along to help with your songwriting practice.







## MUSIC PRODUCTION

### Shazam Walk and DJ Workshop

How does music shape the urban soundscape? Can we learn new ways of relating to our environment through listening and playing? In this session, you'll take part in an experimental 'sound walk' where you'll record the sounds of the local environment using your mobile device. The art of DJing is a deep listening practice, so you'll analyse your recorded audio materials looking for ways to use them for creative DJing. You'll also learn some basic DJ techniques with a free app on your phone.

### Digital Music Making: An Introduction

This session focuses on digital music making using industry-standard technology. One of our expert ICMP tutors will take you through a live demonstration of how digital technology can be used to mix a track. You'll discuss what makes a good mix and also examine the role of music producers. Best of all, you'll have the chance to get hands-on and contribute to the production of a piece of electronic music using Logic Pro and Ableton Live. This workshop will be sure to inspire your music making, as you learn 'in the box' production techniques and a host of creative processes.

### Audio Engineering and Production

If you're an aspiring audio engineer or producer, this session will give you a great opportunity to focus on the mixing down process. Led by an expert ICMP music production tutor, you'll examine the role of the audio engineer and explore the key elements required to construct a good mix down using digital music technology. A highly practical session, you'll have a chance to use an industry-standard DAW (Digital Audio Workstation) to investigate 'in the box' production techniques which can enhance your music recordings.

### Introduction to Adverts and Trailers

With a focus on advertising and movie trailers, this session looks at the fundamental themes of music production for different media. You'll discover the role music plays in advertising and ways to start creating it. You'll also explore production tips and tricks, plugins, compositional techniques and ways to spot key moments in a trailer. You'll also work with one of our expert ICMP music production tutors to deconstruct a piece of music from a composition and production point of view.

## BUSINESS & ENTREPRENEURSHIP

### Digital and its Impact on the Music Business

Did you know there has been a drastic shift in the traditional A&R process in recent years? This session gives an innovative introduction to one of the hottest topics in the music industry today: the impact of the digital revolution on A&R. In today's world of TikTok, SoundCloud and YouTube, traditional scouting methods are no longer relevant. Understanding these changes – particularly how and where talent is located (on stage, in the studio or online) – will help you develop a better understanding of the creative and commercial potential of the artist–business relationship.

### Live Event Management

In this session, you'll unlock the skills and knowledge needed to succeed as a talented and versatile Event Manager. Expert ICMP tutors will take you through some of the largest and most well-known events – from sold-out world arena tours and immersive live experiences to off-West End productions – giving you an understanding of how they're planned and delivered. Learn about working as a freelancer with a portfolio career, managing large budgets and ways to get financial support from investors and professional organisations. By the end of the session, you'll have planned your own live music event, demonstrating how your efforts will leave a lasting impact on your audience.

### Digital Marketing

Digital marketing skills are in high demand today, particularly in the music industry. This business-focused session will help you understand concepts like brand messaging, customer behaviour and data analytics – all essential for a successful career in marketing. A highly practical session, you'll be given a case study to work on where you'll access and review data to make evidence-based decisions for a fashion brand. To succeed, you'll use your new skills and knowledge across multiple social media platforms, such as Instagram and TikTok.

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## Music Student Experience Days

Find out what it's like to study at ICMP  
with our interactive full-day music  
Experience Days.

Sessions are run throughout the year, offering prospective students the opportunity to spend a day at ICMP learning from our tutors and gaining insight into their educational options.

### Students can choose from:

- Music Performance
- Music Production
- Music Business
- Creative Practice

For the latest dates head to:

[icmp.ac.uk/course-taster-sessions](https://icmp.ac.uk/course-taster-sessions)

## INFORMATION AND ASPIRATIONS

### Studying Contemporary Music in Higher Education

Gain insights into what it's really like to study music at university from current ICMP music students. They'll share observations of their university journey, their experience auditioning for courses, and details of what a typical day at ICMP looks like. They'll also discuss the differences between a smaller specialist school such as ICMP, and university life at a larger university. You'll leave the session feeling more confident about university and understanding how to navigate your upcoming choices.



### Audition Skills and Processes: How to Succeed at an Audition

This session explores the challenges of auditions and ways performers, and musicians, can excel in this environment. You'll leave the workshop with a range of tips and insights to use when you take on an audition, helping you to succeed with confidence.

### Careers in the Music Industry

Building a career in the music industry can be deeply rewarding and this session will demonstrate exactly how and why. We'll digest the statistics that show the huge contribution the music industry makes to the UK economy, as you explore a well-known artist and the people around them, and behind-the-scenes, who contribute to their success. You'll also discover where a qualification in music can take you, as we showcase many of ICMP's highly successful graduates. By the end of the session, you'll have a set of aims and objectives and will be ready to start planning your future career in music.

### Invest in yourself Short Music Courses

If you're interested in building on your own skills, we also run a range of short courses - both on-site and online. These cover:

- Logic Pro
- Ableton Live
- Pro Tools
- Vocals
- Blues Guitar
- Songwriting

[icmp.ac.uk/short-courses](https://icmp.ac.uk/short-courses)



# Workshop Overview

Workshop	Audience (Year)	Duration
Songwriting and Spoken Word	7 to 9	1 or 2 hours
What Makes a Great Performance?	10 to 13	1.5 or 2 hours
What Makes a Modern Hit?	7 to 9	1 or 2 hours
Discovering the Songwriting Process	10 to 13	1.5 or 2 hours
Shazam Walk and DJ Workshop	7 to 13	1 or 2 hours
Digital Music Making: An Introduction	10 to 13	1.5 or 2 hours
Audio Engineering and Production	10 to 13	1.5 or 2 hours
Introduction to Adverts and Trailers	10 to 13	1.5 or 2 hours
Digital and its Impact on the Music Business	10 to 13	1.5 or 2 hours
Live Event Management	10 to 13	1.5 or 2 hours
Digital Marketing	10 to 13	1.5 or 2 hours
Studying Contemporary Music in Higher Education	10 to 13	1.5 or 2 hours
Careers in the Music Industry	10 to 13	1.5 or 2 hours
Audition Skills and Processes: How to Succeed	12 to 13	1.5 or 2 hours

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