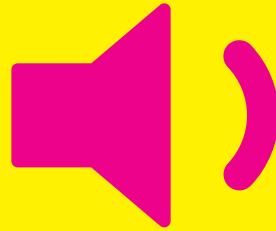


HOW TO COMMISSION MUSIC FOR ADVERTISING

GETTING THE BEST MUSIC AND AVOIDING THE LEGAL PITFALLS

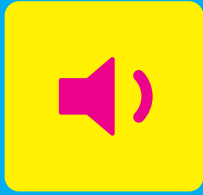
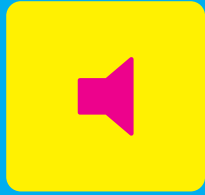


9am – 11.30am
Thursday 21 January 2010
Framestore Cinema
19-23 Wells Street
London W1T 3PQ

Music is a key part of commercials and this session brings together experts on all areas of music commissioning to provide producers from agencies and production companies with invaluable insights into how to commission music which fulfils the potential of your commercial, while avoiding the legal pitfalls presented by the complexities of rights in music. (See the full programme on the next page.)

This session is brought to you by the producers association, the APA; the agencies association, the IPA; and the music composers and producers association, PCAM.

To register rsvp to georges@a-p-a.net



HOW TO COMMISSION MUSIC FOR ADVERTISING PROGRAMME OF TALKS

-
- 9.00 Introduction**
Steve Davies, Chief Executive, APA
- 9.15 Overview on best practice and the rights that a producer needs to obtain**
Jonathan Goldstein, Chairman, PCAM Composer
- 9.35 How to brief a music company**
Detail and tips for producers
John Murrell, MD, Finger Music
Paul Reynolds, Head of Production, Adelphoi Music
- 9.55 Music search: how to find existing tracks against a brief**
Jonathan Tester, Sync Manager/Creative,
Bucks Music Group Ltd
- 10.15 Stylealikes/Soundalikes**
How to get the music you want and avoid legal issues
Guy Protheroe, Forensic Musicologist and Composer
- 10.35 Rerecords: best practice and what to expect for your budget**
Simon Elms and Colin Smith,
Joint MDs / Composers, Eclectic
- 10.55 Budgets and rates**
Chris Smith, Director of MCPS, PCAM, Composer
- 11.15 Sound design**
Including the difference between music
and sound design
Nancy O'Brien, General Manager, 750 MPH
- 11.30 Close**

APA

Advertising Producers Association

IPA

Institute of Practitioners in Advertising

pcam