

## WHAT IS IT?

Networking is about meeting people who can help you in your career.

These people don't have to be 'more important' than you, or even more skilled or experienced. They might be other musicians, managers, promoters, agents, producers, film makers.

They might be people who are working in the music industry, or people like you who are on New Deal for Musicians.

Networking involves:

- understanding who you need to get to know and why
- finding out where can you get to meet these people
- getting better at communicating with people
- using networks to help you find work

## WHY DO I NEED TO KNOW ABOUT THIS?

"It's not what you know, it's who you know" might be a well used phrase, but in an industry where there are few 'job adverts', it helps to know other people.

Music is a social industry and it relies largely on inter-personal and communication skills - it isn't just about being a good musician, writer or performer (although that obviously helps!).

The more people you meet who are involved with music, the more you learn from each other and make the vital contacts you need for success.

Look through the tips and case studies on any website, book or magazine and they will all refer to the people who they met who were able to move their career on.