

Can She Play?

Representation and sustainability in the music business

Karen Vincent



WARNER MUSIC GROUP



UNIVERSITY OF
COPENHAGEN



SD
MK

**SYDDANSK
MUSIKKONSERVATORIUM**
DANISH NATIONAL
ACADEMY OF MUSIC



Founded in 2016

#metoo in 2017

Community for females and gender minorities

2 x 24 members a year

10 elite members a year (5 producers and 5 artists)

Monthly free classes in e.g. songwriting, performance and industry

Three people working full-time

About 130 former members in alumni – also with access to free classes

Funded by Tuborgfondet, Roskilde Festival, DPA and Ministry of Culture in Denmark

A Year in SheCanPlay

Camp

Business

”Open mic” and first coach session

Masterclass with established female artist

Producer session with focus on voice

Collab with The Royal Theatre

Producer session with focus on programs

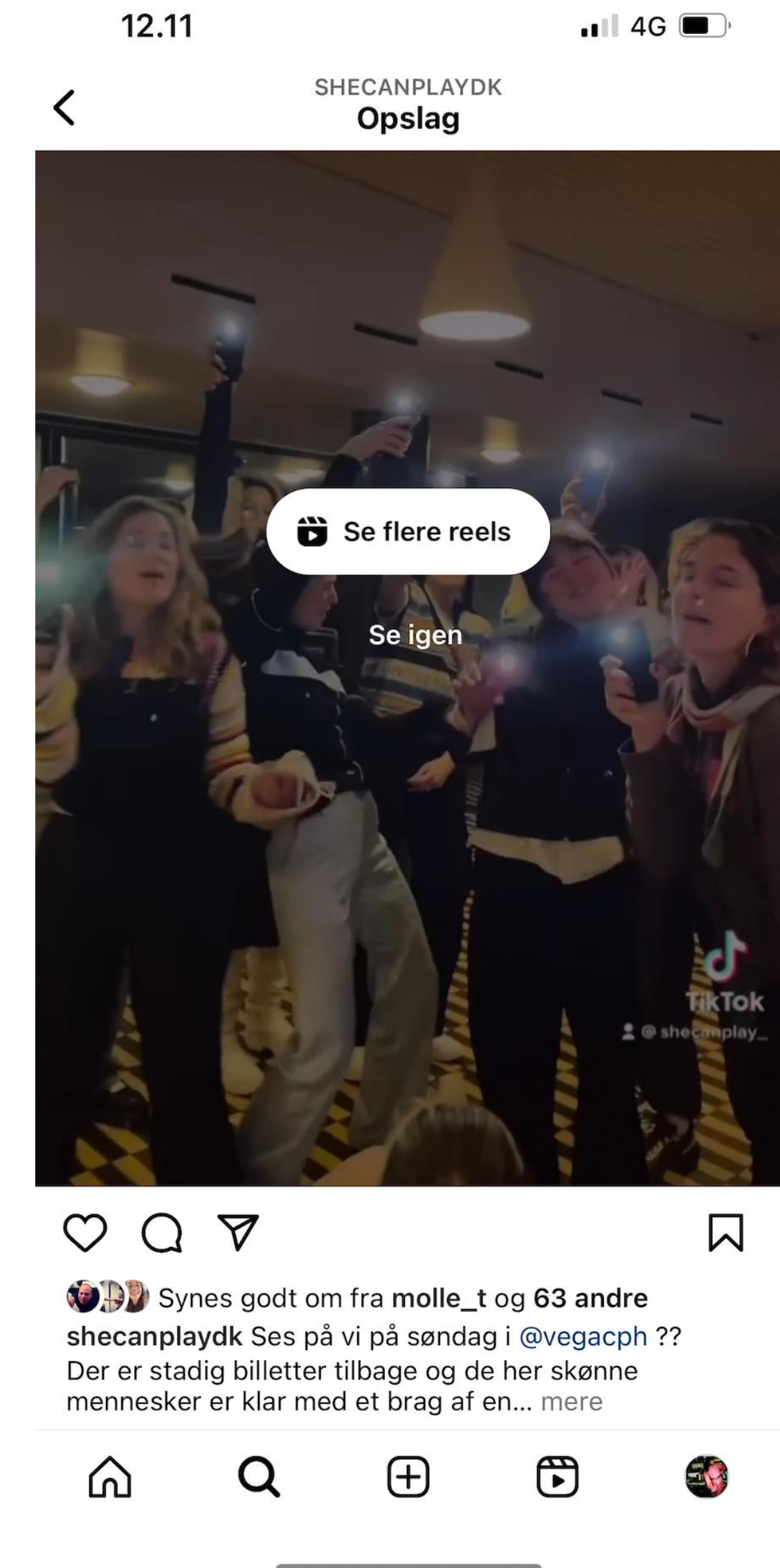
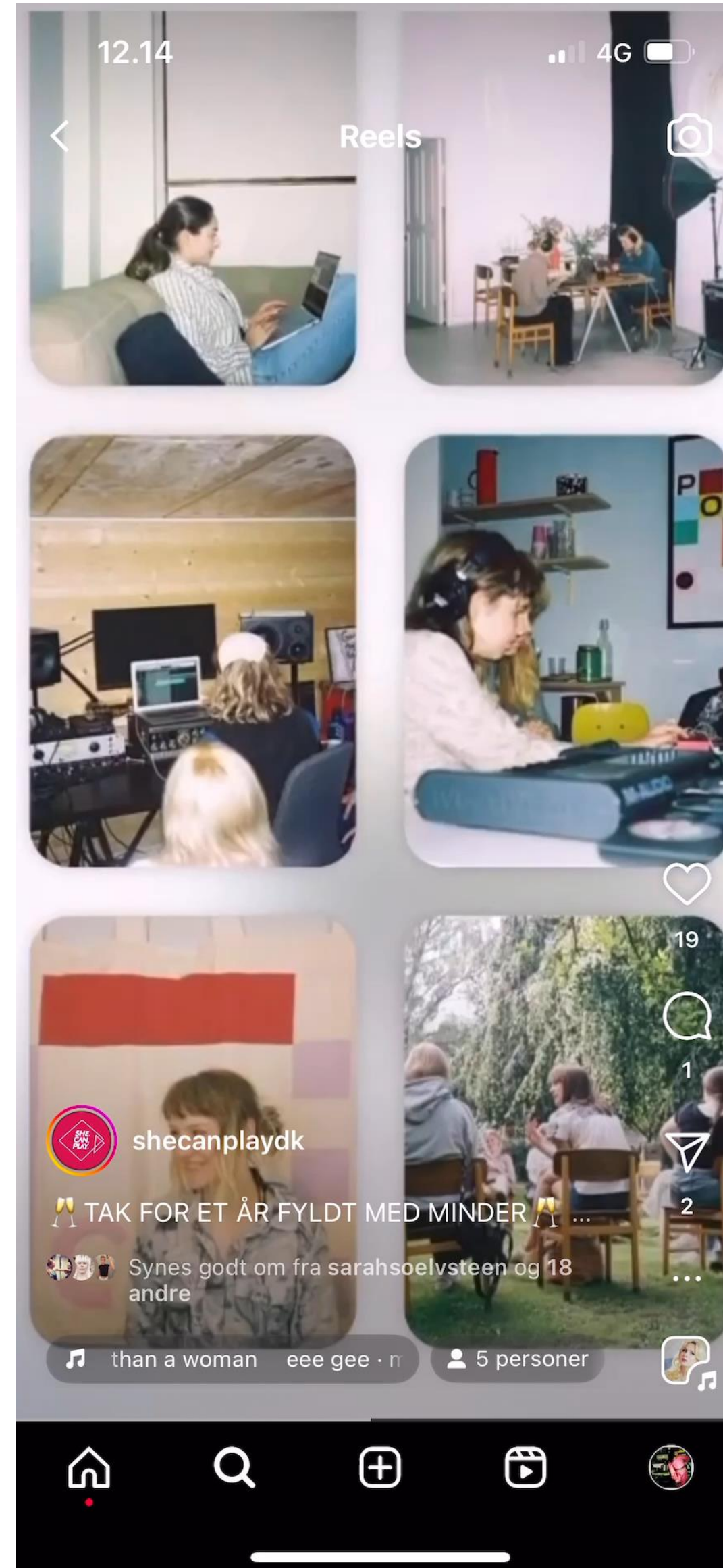
Spot festival and second coach session

Heartland festival and perform ance class

Workshop on branding

Final coach session

Final concert





"It is apparently a way of working and a career choice that can be more difficult for women to make, but if the talent and will are there, then it will probably happen. It's about how you manage your talent."

Managing Director of Roskilde Festival in 2010

"And then it's also about the women need to grow some bigger balls"

Chairman of Danish Live in 2016



W. M. Phil

“Describe what you can bring to this company.”

**“if you don’t think
representation matters,
you’re probably well
represented.”**

-Bernice King

SYSTEM 1

Intuition & instinct

95%

Unconscious
Fast
Associative
Automatic pilot

SYSTEM 2

Rational thinking

5%

Takes effort
Slow
Logical
Lazy
Indecisive

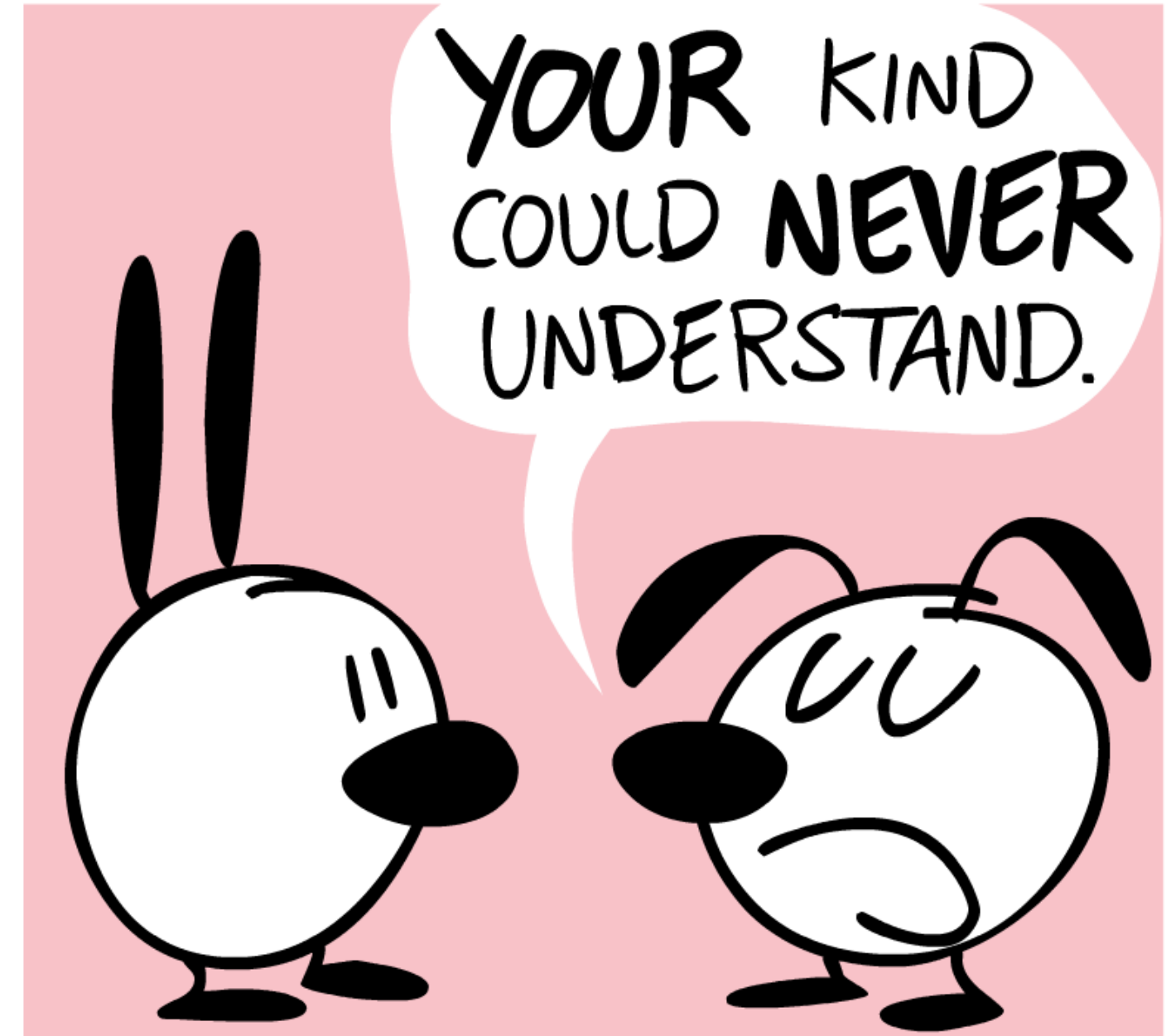


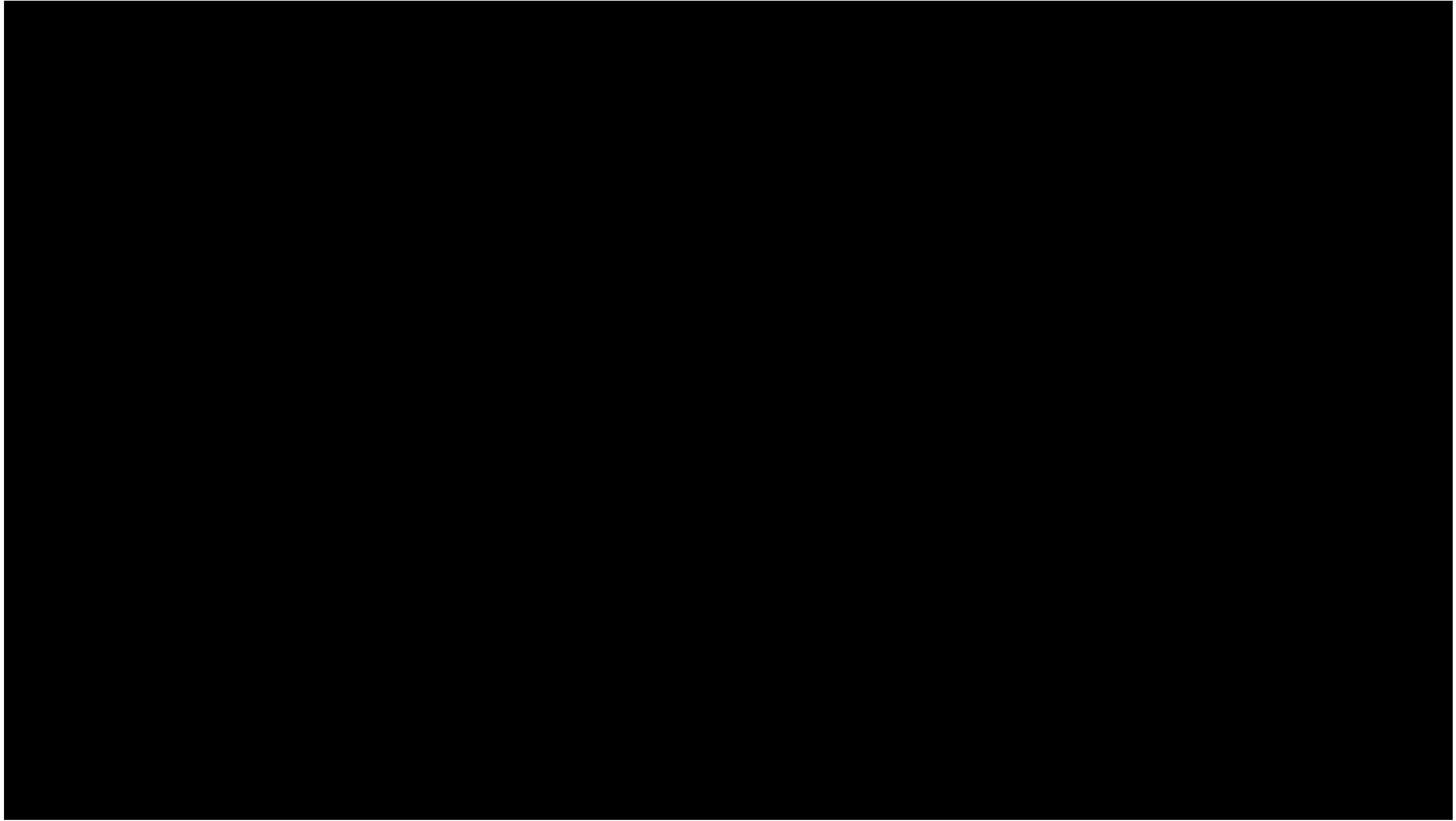
Source: Daniel Kahneman

bias \ 'bī-əs \ 1. a tendency to lean in a certain direction.
2. an unreasoned judgment : prejudice. 3. prejudice
toward or against something or someone.



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