



# Entrepreneurship, Leadership and Innovation Programme

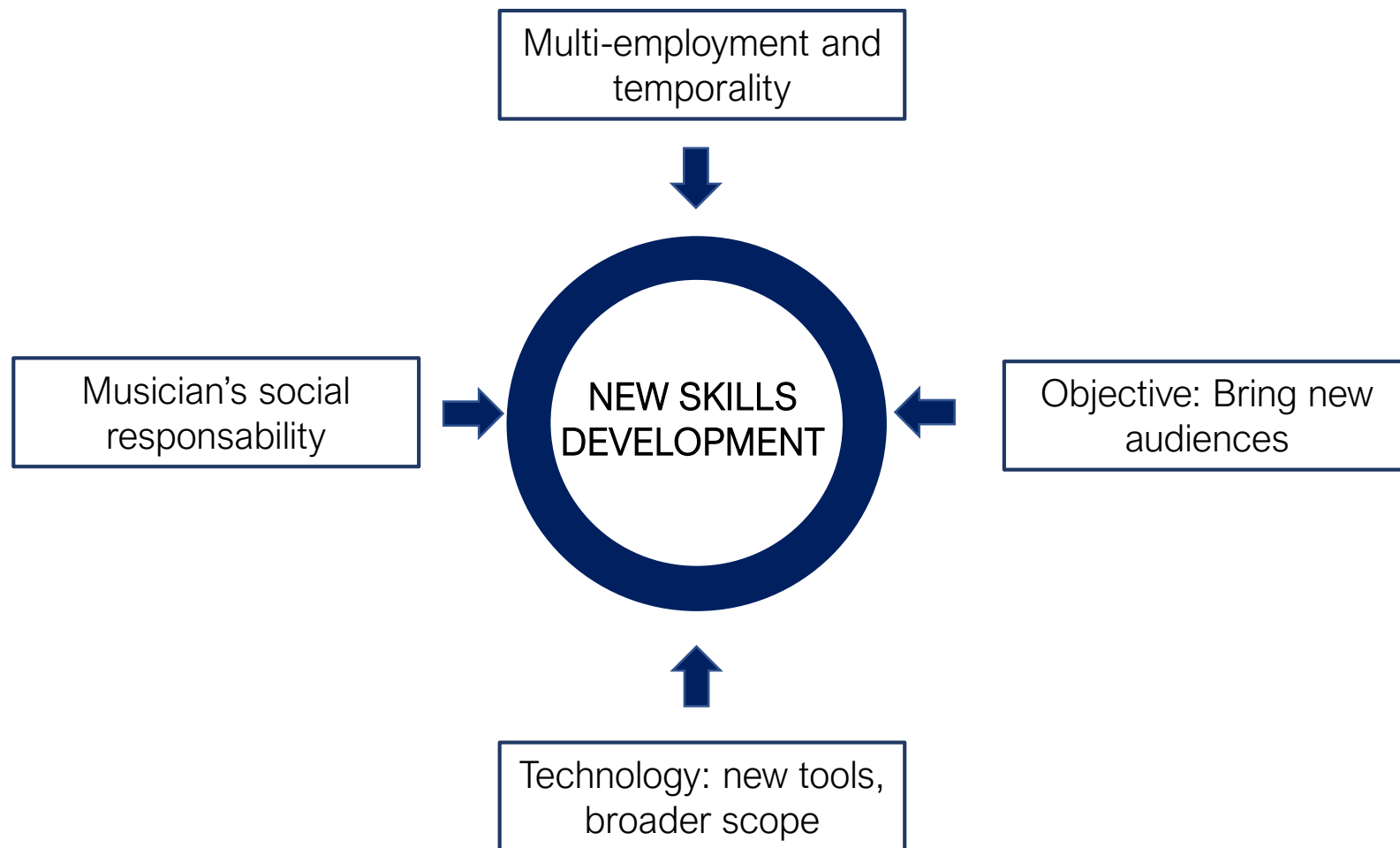
Escuela Superior de Música Reina Sofía





Why an  
Entrepreneurship  
Programme for  
Musicians?

## Entrepreneuring, innovating and leading the change





## Key objectives of the programme

## For Master's Degree students and alumni

### 1. TO INSPIRE

#### Meetings with great artists

Dialogues with personalities from classical music world to learn from their experiences

### 2. TO TRAIN

#### Classes to acquire self-management skills

Storytelling, pitching a project, legal matters, performing rights, networking skills, digital marketing, etc.

### 3. TO CREATE

#### Work in teams

Design and implementation of an artistic, social or technological innovation project, with budgetary endowment and a coach for each group





“For what one has to do, we learn by doing”  
- Aristotle -

## Projects Lab

### Skills and competences development

- Project management
- Teamwork
- Research
- Budgeting
- Artistic production
- Marketing and communication planning

### Project types

- Creation of new concert formats
- Technology projects to develop audiences
- Social impact projects to help through music
- Environmental projects to raise awareness

A budget up  
to 3.500€

2 presentations  
in front of a  
Committee of  
Experts

Up to 10  
sessions with  
the coach



## Knowledge acquired and methodology



### Success factors

- Kick-off meeting
- Motivating the students
- Incorporation of alumni
- Prevalence of the practical part over the theoretical
- Teachers and speakers of the classical music sector vs business world
- Reflective and coaching sessions with the students to set up the teams

Implementing the Programme



New values  
New culture

## Advocacy and sharing experiences

### The role of High Education Music Centers in the student's career prospects

- 9<sup>th</sup> May 2019
- 22 conservatories attended
- Other professional institutions from the classical music sector

### Entrepreneuring and innovating in Classical Music

- 18<sup>th</sup> October 2019
- Public meeting
- 100 attendees
- International and national experts



THANK YOU!!

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