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BUSINESS DEVELOPMENT & ENTREPRENEURSHIP

module 7

HOW TO COLLABORATE WITH OTHERS

Developed by FHB (Germany)

The logo for 'Stardust' features the word 'Stardust' in a large, bold, black font. The letters are filled with a pattern of small, colorful stars in yellow, pink, and blue. Below the word 'Stardust' is the text 'Performing Arts Entrepreneurs' in a smaller, black, sans-serif font. The entire logo is set against a background of light green curved lines and a large, faint, light green star with pink-tinted points.

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Aim



The purpose of this module is to recognise the various networks and agencies that are available to performing artists and understand the importance of collaborating with others to grow in their career.



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Watch and discuss



Collaboration is important



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By the end of this module, you should be able to...

Knowledge

- list agencies and groups that performing artists can collaborate with.
- describe the role that agencies and networks play in helping a performing artist to collaborate with others.

Skills

- present the most important agencies, networks and collaborations that are available on a local and national level.
- discuss the personal and professional benefits that can be felt by a performing artist through teaming up with others.

Attitudes

- be willing to self-examine own networks to understand the benefits that accrue to them.





Key-concepts

Inspiration

Collaborating with other artists can inspire you to approach your craft differently. When creating alone, you may be stuck to your own methods and never try or attempt to vary your process. Collaboration can expose you to a whole other world of creation and inspiration.

Connections

It is important to identify artists that you could see yourself collaborating with and to build your network of connections. Make contact with artists that share the same bill as you, artists you discover on social media or through agencies. Make yourself and your music known to these artists as it could lead to successful collaborations in the future.





Key-concepts

Motivation

Working with other artists can motivate you to focus on the completion of projects quicker than what you could have achieved when working alone. This type of motivation can be a very positive form of creative pressure where each collaborator is pushing and supporting the other in order to achieve the desired outcome.

Exposure

The more collaborations you are involved in the greater the chances of you being exposed to audiences that you probably never could have reached when working independently. Potential collaborators have most likely built up their fanbase so why not make yourself known to their audience through a collaboration.





**What agencies are there
to help performing artists ?**



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Agencies to help performing artists

Germany

- **German Actors Agency** represent german actors, native speakers and international talent who work in theatre, film and digital movies and television programmes, commercials, industrial, internet and all new media formats.
- **Shotz** is a Berlin based casting agency who find actors, models, extras, influencers etc. for commercials, feature films and social media content. They have an extensive client base that also includes production companies, advertising agencies and directors.
- **Guerilla Music Promotion** is a Berlin based global-facing music promotions agency, sharing the best of new music via radio and online media since 1999.





What role do agencies play?



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Agencies' role

Negotiate

They work on behalf of their clients to promote and represent their interests, and will typically handle the majority of all interactions between their client(you) and the employer. The job duties of a talent agent involve a fair amount of communication and negotiation with prospective employers. Advances in information technology have allowed talent agents to perform much of their job duties online, but at the end of the day, person-to-person contract negotiations determine the final outcome.

Contacts

A talent agency or management company establishes relationships and has contacts with talent seekers—advertising agencies, producers, production companies, casting directors, etc.—and establishes a roster of professional talent to present to them.



Importance of collaborating with others

Artist collaboration is one of the biggest creative forces driving the industry today. If you're an independent artist looking to project your talents onto a wider audience, it's probably one of the best success strategies out there.

Collaborations are providing breakthrough opportunities for new acts and reinvigorating the careers of more established ones.

The main driver for this is the rise in online streaming, which now accounts for around 50% of all music consumption in the UK and US markets. With social media playing such an important role in promoting artists' work, producers and musicians are taking advantage of the obvious benefits that 'piggy-backing' on each others fan bases can bring.

At this stage in your career, it goes without saying that the biggest challenge you face is being seen and heard by a wide enough audience.

The beauty of collaborations is that you can work with other artists, allowing you to pool fan bases and promote each other to your fans, whilst inspiring each other with your creativity and ideas!

Collaborating with other musicians

<https://spinnup.com/blog/collaborating-with-other-musicians/>



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Collaborations in your industry

Can you think of collaborations in your industry that have happened on a global scale? Like Coldplay collaborating with Beyonce at the Superbowl!

Have you ever experienced collaborating with someone? What has stopped you if you haven't?

Could you think of how an actor, dancer and musician could all collaborate on one project ?

Share your ideas with your colleagues.



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Benefits of collaboration

Share fan base

You get feedback from other people who may not have heard of you before.

If you find the right partner, it can open-up a whole new world of sounds, styles and opportunities. You'll certainly learn more and grow faster than you ever could sitting alone in your bedroom.

Get more creative

You may see things from a different perspective. Stepping out of your comfort zone and working with artists from different sides of the artistic coin gives you the best chance of building that creative friction.



Finding the right agency that suits you

Finance

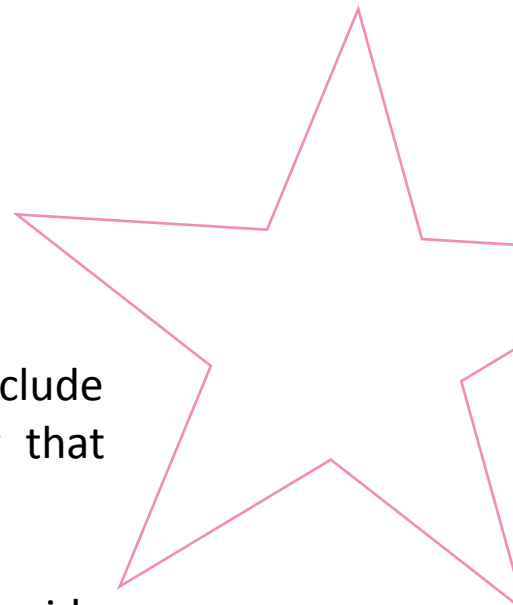
Some agencies may require a monthly fee or a percentage of what you earn because of the opportunities they present to you.

It's important you reach out to other people in your industry to get their input and make sure that the rate is feasible for you to still earn a living.

Research

Nowadays many artists just include themselves into every opportunity that comes along.

It's important to be patient and decide when is the right time for you - you may have too little experience in your field and suddenly two years pass and you've got nothing to show for it.



Further reading

Networking

Networking for actors

Why Networking Is So Important For Actors

13 March 2019 by The Reel Scene

So you've heard the saying 'It's not what you know, but who you know' many times before. And while it seems like a jaded quote, it's actually one of the keys to becoming a successful actor. Because networking is almost as important as your acting portfolio when it comes to booking your next role.

How do I benefit from networking with other actors?

Now, this doesn't mean that you need to be best friends with Brad Pitt to score a lead role in a feature film, so don't panic. It simply means that you need to get your face out there... and meet people! You could come across directors who are looking for new faces to star in their next movie, or you may even run into an up-and-coming actor who is writing their first short film. It doesn't matter who you meet, just as long as you're positive, friendly and make a lasting impression.

Taking every opportunity to meet people in the film and television industry isn't just beneficial when it comes to scoring possible acting roles, it's also a great way to make new friends. You'll also learn from the experiences of other people about the industry – who to meet, who to stay away from, people to work with, companies to avoid. Regardless of what you think you know, there's always someone who's done a little more, gone a little further and has something to teach you to help you advance not only as an actor but as a person.

How do I start networking as an actor?

Now you might be thinking "okay, great, I'm ready to start networking and getting myself out there..." but how do I find these networking opportunities?

A lot of the time networking events within the industry are the best way to make new contacts.

Tips for dancers

4 Networking Tips for Dancers

BY CARLOS NETO | DECEMBER 4, 2019 3:00 PM | LAST UPDATED: FEBRUARY 22, 2021 3:47 PM

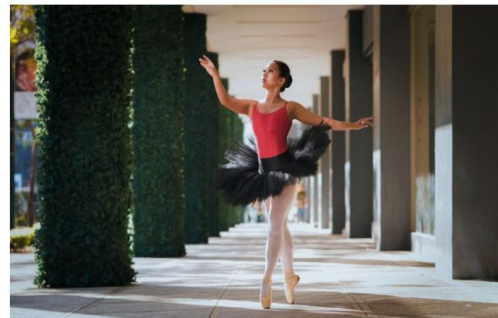


Photo Source: Pixels

For an artist, the idea of [networking](#) is nothing new. From the very first day you start training in your craft, this topic seems to come up in conversation virtually every other day throughout your career. Some artists opt to disregard networking as an effective tool for success, asserting that they can rely on their

How to network

thebalancecareers

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MUSIC CAREERS ▸ INDUSTRY BASICS

How to Network in the Music Industry

BY HEATHER McDONALD | Updated October 14, 2019

Networking is a must in the music industry, even if you hate the idea of it. It doesn't have to be anything more than meeting fellow musicians or music lovers and brainstorming ways to work together to produce great music—don't make it anything more than it is. Networking can be easy if you find the right avenues and follow some advice.



Attend Music Industry Events

There are tons of music industry networking opportunities: from music industry trade shows to local musician meet-ups. If you're not especially comfortable networking or don't have a lot of experience doing it, then start small.

Instead of jumping into the conference hall at Midem right off the bat, try visiting a local event and meeting musicians there. Mingle, talk to everybody that will talk to you about whatever they want to talk about. You should be patient when networking, and establish relationships before trying to pitch anything to anyone.

While this approach may take some time, it will pay off more than introducing yourself and starting right into your plans to take the industry by storm.

Get used to mixing in a room of strangers and making small-talk about your own



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Action plan

Guide to collaborating with others

1 – Contact

Reach out to your network, agency or management and share the idea that you would like to collaborate.

The most important thing you can do to collaborate is to get people to work with you on the same goals.

As a member of the team, or the team leader, you need to sit everyone down and [discuss your short and long-term goals](#) and how you're going to hit them.

2 – Set goals

Everyone on the team needs to know what they have to do and when they have to do it. They should know how much work is expected of them and the amount of hours they should put into it.

If something isn't going right or you aren't getting along with a team member, you need to be upfront with it. The more you hold back the more it will impede collaboration between the team

3 – Use suitable tools available

Social media is as good as free advertising - make sure your followers know their followers - know and get the release spiraling.

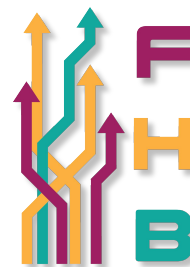
Inform local radios, theatres, clubs and authorities to promote your art.



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