

INTERNATIONAL CAREER CENTER

2012 - 2013 REPORT

MISSION AND OBJECTIVE

The mission of the International Career Center (ICC) is to provide expert guidance, cutting-edge resources, and professional development experiences to a diverse student body for the achievement of students' music career goals.

Our overall focus is on music career management rather than a one-time job link, helping students hone their professional development skills, providing them access to resources and a network of industry professionals that will support their journey to develop their own individual career paths.

SERVICES PROVIDED BY THE ICC IN 2012-2013

One-on-one Career Guidance

During this first year of the ICC the staff provided one-on-one career support to help students on their career paths. With personal development meetings with each student throughout the year, the ICC has guided and supported each student in the search of an international career path with their professional possibilities. The ICC was available to the students for one-on-one sessions and offered two rounds of individual meetings, scheduling a total of 130 individual meetings.

Resources

The ICC opened its doors for the first time last Fall 2012. We started to develop resources then from existing ones, and based on the need of our students we developed and offered the following resources to our students:

The students got access to Berklee Music Network, where they could find jobs and gigs. Our students now have access to a much broader key online resource through the ICC called [Berklee Career Manager](#). It is a career service management solution that has a twofold purpose: Firstly it assists the students in preparing their individual marketing materials with features such as the resume builder and the document library where there are numerous resources available from both the Valencia and the Boston campus. Secondly, Berklee Career Manager is crucial in order to build, pursue and develop a network with the music industry, since companies post jobs and internships available for our students.

Furthermore, since many students asked for advice concerning online presskits, our master's students got offered a free pro account (so far during the summer and fall semester) at

Presskit.to which is an online platform where it is possible build up to 10 electronic press kits that work on computers, smartphones and tablets.

The ICC has created private groups at LinkedIn and Facebook, where students receive career related information and featured job postings.

Students also got full access to Lynda.com where they can learn a myriad of skills that help them achieve personal and professional goals.

The students got full access to the Berklee Library System, which is an extremely rich world of resources. Here, students can find over 9,000 electronic books; more than 26,000 full text electronic journals; and more than 44,000 total media materials such as the database Business Source Premier and Music Index.

Additionally, there is now one pro account for the whole campus for the IMDB (Internet Movie Database) available for the students at the library, which not only gives an inside view of the entertainment world but also includes openings, industry, people directory etc.

The ICC has more resources available offline such as *The VIP Book, European edition 2013* and *The MIDEM Yearbook 2013*.

Seminars and Workshops

A broad series of professional workshops and seminars aimed to provide insights into the global music industry, from start up companies to prominent and established key major players, helping understanding industry careers, developing training tools to amplify and strengthen career opportunities.

Embracing diversity within our workshops and seminars, together with building upon the career fundamentals such as communication, allowed us to introduce many important and relevant areas of interest that were welcomed by the students.

Our workshops and seminars were delivered in a mixed platform from traditional presentations to student lead activities serving to reflect the variety of environments within the workplace, and create a feeling of trust and value for the student during the learning experience.

Industry Insights Workshops

WORKSHOP	DESCRIPTION	OUTCOME
Robert Kraft (Former President Fox Music)	A one week series of master classes for GEMB and SFTV students about the international music industry.	Understanding the true perspectives of a successful professional career profile, with one to one career guidance meetings.
Victor Wooten (World renowned bassist. Author of the book "The Music Lesson")	Three days event with master classes. Insights into music business workshop.	Career management and legality issues to avoid, first hand account of how to move forward after setbacks.
Josh Rouse (US singer-songwriter based in Valencia)	One-hour clinic and Q&A with master students giving ideas and guidance on artist career development for singer-songwriters.	Analysing publishing rights and the options an artist has with controlling these rights. Touring and self marketing strategies.
Danette Albetta (Victor Wooten's Manager)	Three online seminars dealing with artist management and case studies, followed by group Q&A and ongoing individualized guidance to the students after the event	A first hand experience of the dynamics and working of the music industry from the agents perspective. Additional one to one support and guidance for students personal projects.
Phillippe Perreux (CEO of rightclearing.com)	Rights clearing seminar for digital distribution and copyright control.	Copyright how to control and generate revenue from your creative works

Professional Development Workshops

WORKSHOP	DESCRIPTION	OUTCOME
CV / Résumé	Development workshop focusing on understanding, creating, maintaining and a CV for the job market	Creating and developing a variety of writing techniques and styles to provide greater flexibility in the employment marketplace
Time is money management	Introduction of how to prioritize and focus in order to be more efficient in your job, studies and private life.	Understanding and identifying time like money as a commodity, by developing practical techniques to control how the student views these.

Mario Alonso Puig	Seminar: Unleashing our inner power	Understanding, identifying and putting into practice ways of how to support difficult creative professional and personal issues
Preparing for a meeting	A guide to creating a winning meeting. How to create an introduction opportunity, control the conversation, to support resources needed during the meeting, techniques on how to close a meeting with an emphasis setting a follow up plan.	Learning a flexible series of applicable techniques, to improve your skills and abilities during professional meetings.
Preparing for L.A.	Preparatory workshop on what to focus on whilst in L.A.	A flexible series of applicable techniques, to improve your professional planning skills, for short term and long term gain

Meet the industry

The ICC arranged tailored recruiting events on campus to provide students with insights into specific music specializations, careers or bespoke companies. These events enabled companies to promote their brand on campus, as well as to meet Berklee students on a more formal basis.

During this first year of master's programs the ICC received visits from Live Nation (Spain), Mundosenti2 (Spain), Casa Limón (Spain), Bravezebra (Spain), Rightclearing (Switzerland) and Sedajazz (Spain). After meeting interested students they all found suitable candidates for their companies and offered internships/jobs to our students from all three master's programs. We also attended MIDEM with all 30 students of the Global Entertainment and Music Business master and 36 Global Studies students. During this four day trip with multiple conferences, seminars and networking meetings the ICC staff guided, coached and prepared the students according to their specific needs. Several of the students were offered internships during our stay, and many of them have continued in contact with the industry contacts they made at MIDEM.

Furthermore, in collaboration with academic affairs two trips were organized for the Scoring for Film, Television and Video Games students. They went for 2 weeks to L.A. and visited JoAnn Kane, Remote Control, ASCAP, APM, John Debney, Kraft-Engel Management, Music & Motion, Blizzard Tour, BMI, and attended a Berklee Alumni event. Finally they all recorded their own music at the Warner Brothers Clint Eastwood Scoring Stage.

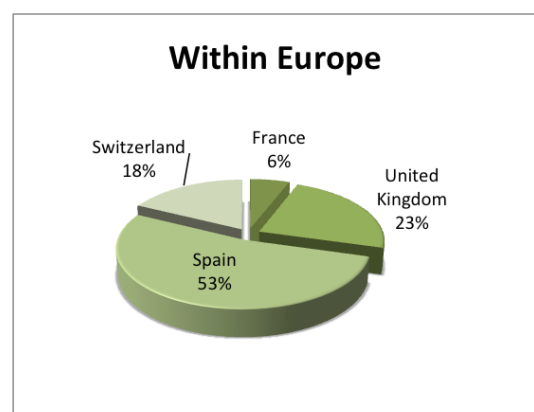
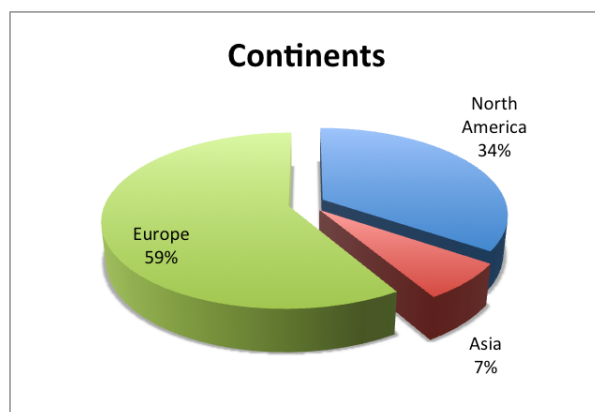
The second trip was to the Cordoba International Film Music Festival, where the students were invited to showcase their work and present their recordings from the L.A. trip. At the festival, the students had the opportunity to network with acclaimed film composers such as Rachel Portman (Emma, Chocolat), Roque Baños (The Machinist, Oxford Crimes), or Peter Bernstein (Ghostbusters, The Age of Innocence).

Internships and performance opportunities

The ICC team has provided advice and assistance to music recruiters and to our students in order to help them find the perfect internship match. Though our students were responsible for finding their own internships, the ICC worked closely with the companies that contacted the ICC to define the most appropriate recruiting approach, matching the organization's own requirements and the students' expertise. The ICC also developed new learning agreements in order to legally comply with Spanish and international regulations, and followed up with all the companies that recruited our students. 100 % of the feedback from the companies has been positive.

Global Entertainment and Music Business

From the Global Entertainment and Music Business master's program 24 students obtained internships, 5 of whom did internships at two different companies to gain a wider work experience. The internships covered three continents:



The completed 29 internships were secured in 24 different companies as shown here:

Company	Industry	Country
Ahead PR	Music PR	UK
Allegro Media Group	Wholesale distribution	USA

BMG	Music publishing/label	USA
DBTH	Strategy development	France
Hallyumotion	K-pop distribution	Spain
Huka entertainment	Entertainment management	USA
JRH Entertainment Group	Entertainment management	USA
Koliseo	Ticketing and events	Spain
Live Nation	Concert promotion	Spain
Maraworld (FIB)	Music festival	Spain
Marcom	Marketing and research	China
Mundosenti2	Concert promotion	Spain
Music Dish China	Digital music	China
Rightclearing	Music licensing	Switzerland
San Francisco Opera	Opera	USA
Sirius XM	Media/Radio	USA
Stageit	Online venue	USA
The Agency Group	Booking agency	USA
The C Word	Music agency	UK
The Echonest	Music technology	USA
The Orchard	Artist management	UK
Ticketmaster	Ticketing and events	Spain
Tummy Touch Music Group	Music publishing	UK
Zumic	Music news	USA

Scoring for Film, Television and Video Games

In the Scoring for Film, Television and Video Games master's program the internship was an optional part of the culminating experience. The nature of the internships in this area of study is different from the internships pursued in the GEMB in that most internships consisted in

project based assignments with individual composers and therefore, did not follow the same procedure as described on the culminating experience curriculum (such as the learning agreement, learning outcomes, etc).

Two weeks after graduation 25% of them secured internships (all with composers) and 3 students (15% of the class) obtained a job.

Company	Description	Country
Alfonso Casado	Internship	Spain/United Kingdom
Bravezebra	Job: Composing music for video games	Spain
Hans Zimmer	Internship	USA
Jeff Russo	Internship	USA
JoAnn Kane Music	Internship	USA
Laura Karpman	Internship	USA
Lucas Vidal	Internship	USA
NRW Music	Job: Composing music for commercials	Online
Tech Raptor	Job: Writing about audio technologies	USA

Contemporary Studio Performance

After the rollout of the post graduate internship course a total of 5 Contemporary Studio Performance students (21 % of them) decided to pursue an internship. In addition, two students were selected as fellows at our Valencia Campus. Their internships are all located in Spain. All of these internships are geared towards complementing their performance skills by acquiring practical experience in music industry related areas such as teaching, production, promotion and management.

Company	Description
Basic Productions, Spain	Studio production
Berklee College of Music	Fellowship

Hat Gallery, Spain	Artistic and crosscultural gallery
Casa Limón, Spain	Studio production
Sedajazz, Spain	Music management with record label

The ICC in collaboration with the academic leadership also provided performance opportunities to the Contemporary Performance students to allow them to showcase their work in front of large and specialized audiences, giving them great exposure and access to professionals from the music industry. Sonar (advance music and digital art festival - 120,000 attendees), Nits dels Castells (Xativa castle), Spanish National Library Madrid Jazz Concert Series in Madrid, TEDxValencia, Bogui Jazz Bar in Madrid, opening for Diego el Cigala at the Palau de les Arts, are some examples of the events where our students participated.

CONCLUSIONS:

Overall, we can say that the ICC has experimented a very positive development throughout its first year of operations: going from a plan with almost no team and no resources to a department that can now offer a solid career management online platform, access to off and online resources pertinent to their specific areas of study, a music industry network open to offer professional opportunities to our graduates and on-going professional career guidance.

This upcoming year, the ICC will focus on continuing to improve the integration with Boston (through the Office of Experiential Learning, the Career Development Center and Alumni Affairs), developing better methodologies for our career guidance services, leveraging the Berklee Career Manager (BCM) system, working closer with the faculty and academic team, and introducing specific goals and success indicators that will guide us towards offering the services and the help that our students need.