

Proposal for: REBOOT | The Music Business Education Conference
Recalibrating Music Business Education for the Next Decade

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Digital futures for ethically informed specialist training in the live music industry

This presentation considers whether partnerships between academia and industry can effectively support the development of specific ethically and sustainably informed skills and knowledge to the live music industry; using on-line short course provision.

In the UK, the DCMS, Culture White Paper (2016) stated that ‘technology is expanding the ways in which we make and experience culture’. According to [Powerful Thinking](#) the UK festival industry creates 23, 500 tonnes of waste annually, of which 68% goes straight to landfill. Furthermore, Duffy, Mair and Waitt (2019. 13.) note that ‘the festival space may be simultaneously a site of social inclusion and exclusion’.

Falmouth University have worked with; [A Greener Festival](#) & [Attitude Is Everything](#) to develop two specialist short courses for festival, venue & event staff, policy makers & academics. Each course takes two weeks to complete and runs three times a year; twice as ‘stand-alone’ provision and once as an ‘open access’ embedded element of a module on the online [MA Creative Events Management](#). Both short courses were developed collaboratively to draw on the extensive specialist experience of the partners in both industrial and academic contexts. All partners contribute to all provision, including live webinars, so that students actively engage with industry while studying.

A review of academic literature and student feedback from the exemplar courses has informed the research. Conclusions include the identification of elements of best practice within the two example courses.

List of References

Baker, M DCMS (Department for Culture, Media & Sport) (2017). The Culture White Paper. London: Stationary Office

Duffy, M, Mair, J and Waitt, G (2019) Addressing community diversity: the role of the festival encounter Accessibility, Inclusion, and Diversity in Critical Event Studies. Routledge. Abingdon.

Johnson, C (2016) <http://www.powerful-thinking.org.uk/site/wp-content/uploads/TheShowMustGoOnReport18..3.16.pdf> (accessed 25.01.19)

Adrian Bossey is a Head of Subject at Falmouth University and a former artist manager whose clients included *Carter the Unstoppable Sex Machine*, *Chumbawumba*, *Drugstore*, *My Life Story* and *The Senseless Things*. He worked on 15 UK top forty albums and has both; managed the main stage headline act at *Glastonbury Festival* and written a chapter for *The Routledge Handbook of Festivals (2018)*. Adrian has worked in academia for 15 years, leading a range of successful bids, including for the *RELAYS Cultural Olympiad Project*, and acted as Chair of the *South West Music Industry Forum*. As something of a serial entrepreneur, Adrian has set up or run 22 businesses in the UK and 2 in the USA, as well as mentoring over 100 student start-up businesses including *Ider* and *Cheap Date Dance Company*.

At Falmouth, Adrian was Executive Producer at AMATA for 6 years; setting up the public programme and working with artists including *Cara Dillon, Belarus Free Theatre, Theo Clinkard, Forced Entertainment, Bill Drummond, Shobana Jeyasingh Dance, Pussy Riot* and *Elton John*. Adrian wrote and led delivery of courses including MA Creative Events Management, BA(Hons) Creative Events Management (NSS score for overall satisfaction of 96% in 2018, DHLE score for graduates in employment/further study of 95.5% and 96.8% graduates achieving 'good honors degrees') and BA(Hons) Music, Theatre and Entertainment Management (NSS score 95% in 2018).

Adrian also won two annual Staff Excellence Awards for *Outstanding Innovation in Teaching* and led a team which was shortlisted for the International Learning Technologies award *Best Online Distance Learning Programme 2017*. His research interests include potential digital futures for live performance in the staging and consumption of music festivals and is currently Vice Chair for the Association of Events Management Educators. Adrian blogs at <http://www.tumblr.com/blog/futurefestivals> and is a guest blogger at <https://www.agreenerfestival.com/blog/>

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