



ZENEIPARI HIVATAL

Courses 2014

**If you plan to work in the music industry...If you're interested in business behind music...
If you aim to create well a publishing contract...If you are about to open a concert venue...
If you want to sell your new album on iTunes...**

Zeneipari Hivatal is the first institution in Hungary providing more courses in the field of music industry. Digital music business, concert- and festival organizing, artist- and band management, record industry, copyrights, history of pop music or music media: our courses provide special and thorough knowledge to all applicants. Our courses are practice-oriented, supporting knowledge with literature and developing related skills to all of those planning to organize a concert, aiming to open a club, would like to smoothly manage their bands or publisher company by earning profit in a

IN ZENEIPARI HIVATAL:

We give fresh knowledge about national and international music industry.

We mediate real practical knowledge based on both national and international trends which enables our students' successful future.

We know there are no identical students - finding their own personalized way might be our duty.

We believe personal and tailor-made education can determine future.

We help getting in contact with music industry professionals, we provide acquaintances and build, develop skills.

We make researches by giving our students national and international literature from all areas of music business, we let them understand diverse professional standpoints.

We build our courses' structures on needs, create unique topics in each and every of them.

We care about the international trends and phenomena, we follow them and adjust them into our topics with special attention to marketing, management, pedagogy and other fields' innovations and results.

In Zeneipari Hivatal, knowledge is accessible!

OUR COURSES IN 2014:

- **Music management**
- **Music copyrights**
- **ElectriCity**
- **Access All Areas**
- **Digital Music Distribution**
- **From The Beatles to Yonderboi**

Each course prospectus existing in English for Zeneipari Hivatal can be downloaded at www.zeneiparihivatal.hu

DIGITAL MUSIC DISTRIBUTION

**YouTube, iTunes, Facebook, Spotify, aggregators
– everything you ever wanted to know about digital music distribution**

Do you work with a band and would you like to get your music on iTunes? Are you starting a YouTube channel and would you like to make a profit from it? Would you like your new album to be featured on Spotify? When trying to digitally distribute your record, does the copyright collection society-mention things that you don't understand, such as IRSC-codes or metadata? If that's the case, then the Digital Music Distribution course would be ideal for you!

The Digital Music Distribution course is beneficial for independent record labels, musicians and performers, people who are new to the industry and anyone else involved with the music industry. The course provides a unique opportunity to understand the principles of digital music distribution, to enhance existing knowledge acquired through practice, and increase online income. The course will bring up topics such as YouTube channel management and -Partnership Program, music aggregators and how they work, digital music distribution, digital music business models and the main elements of digital music distribution contracts, and the production and processing of online music content or music mobile applications.

The guest lecturers will include people from international aggregator companies and leaders of online music services, who deal with problems and questions surrounding digital music distribution on a daily basis and therefore know, from their own experiences, how the field constantly changes and evolves.

In addition to offering theoretical knowledge throughout our three day Digital Music Distribution course, we will also offer practical knowledge. We will use examples to illustrate how online music content management works. We will also take a look at how digital marketing works and how a marketing campaign works on Facebook, Twitter, Google Plus, and other online platforms. Our goal is for the Digital Music Distribution students to use their gained knowledge as a tool that will enable them to Western European music industry professionals and confidently plan and distribute digital releases. We hope to impart knowledge that will help musicians and performers, and aid in the emergence of creators of music content on online music platforms.

The course runs on the following dates: May 23-24-25 (Friday, Saturday, Sunday), 2014. Lessons start at 10:00 and end at 18:00.

Length of the course: 12 X 90 minutes (with breaks), Friday-Saturday-Sunday between 10:00 and 18:00.

Tuition fee: 100.000 Ft.

Lecturers: Rebecca Lammers and invited guests/guest lecturers.

The course will be taught in: English. An intermediate knowledge of English will suffice. IF ANYONE NEEDS IT WE CAN PROVIDE A HUNGARIAN TRANSLATOR FREE OF CHARGE.

Registration deadline: May 19 (Monday at midnight), 2014.

Information and registration: Zeneipari Hivatal – info@zeneiparihivatal.hu, 06-70/220-5477

The course will be held in: Central Budapest

DIGITAL MUSIC DISTRIBUTION

**YouTube, iTunes, Facebook, Spotify, aggregators
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The Digital Music Distribution course will be lead by Rebecca Lammers, one of England's leading digital music distribution specialists and Pink Floyd's digital distribution advisor. She's a guest lecturer at the University of Westminster, and a regular teacher at General Assembly courses. Rebecca is a digital music industry professional specializing in music video monetization and digital music distribution.

Her career in the music industry started by working with the booking agent at CBGB's in New York City. She then went on to do BA in Music studying viola and voice at Beloit College in Wisconsin, USA. She worked as a booking agent/promoter/sound engineer/bartender at Coughy Haus for 4 years. During this time she started a record label called Green Light Go Records, releasing a compilation album of 3 local bands. In summer 2007 she worked for the Belleayre Music Festival as a production coordinator, working as part of a 4 person team managing a 15 concert season Diane Reeves, Roberta Flack and Big Bad Voodoo Daddy.

*Rebecca then hopped across the pond to London where **she completed an MA in Music Business Management at the University of Westminster.** At this point Rebecca pivoted her career into digital, where **she worked at Consolidated Independent helping Beggars Group, PIAS and Ministry of Sound with the digital music distribution.** She then went onto work at EMI Music for 4 years, working as a digital partner account manager on the distribution side for download/streaming services such as iTunes, Spotify and YouTube. In her final year at EMI Music she moved into the commercial department acting as the YouTube and VEVO account manager, advocating music video best practice for EMI labels across Europe.*

*Last year Rebecca worked at Base79, a YouTube company, where **she managed a team who claimed user generated content (UGC) YouTube videos on behalf of Domino Records, Tiesto and SyCo.** Recently she started her own consulting service, Do It Together Music Services, where **she works with Pink Floyd, Kobalt Label Services and ATC Management advising on YouTube and digital distribution services.** Rebecca's currently one of the leading specialists in digital music distribution in England.*

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FREQUENTLY ASKED QUESTIONS

Will the Digital Music Distribution course be useful for someone involved with commercial music or classical music?

The core curriculum contains various international books and studies on the digital music business and digital music management that contain knowledge that is useful for individuals from both the könnyűzene sector and the classical music sector. However, most examples that we will use will relate to commercial music.

I have never worked in the music industry, will this course be of use to me?

Yes. Those who are unfamiliar with the field will receive relevant literature, translated into Hungarian, that will help them understand the themes and principles of the course. It's definitely useful, as it will provide knowledge that can later on be used for record releases or artist management.

Who should apply?

The Digital Music Distribution course was created primarily for artist managers, musicians, creators, labels and producers, however, it can be useful for all creative industry professionals who take part in a YouTube Partnerprogram.

What language will the course be taught in?

The lessons will be held in English, however, we can provide a Hungarian translator free of charge if the course participants request one in advance. Basic English language skills would be useful in order to understand certain themes or industry terms.

I don't speak English, will I not be able to complete this course?

Of course you can. If an applicant feels that their lack of knowledge of the English language is holding them back from taking part in the course, we advise them to send an email to info@zeneiparivatal.hu and let us know. In that case we'll provide a Hungarian translator, free of charge.

Is an intermediate knowledge of the English language needed in order to take part in the course?

It's useful, but it's not mandatory. If you don't request a translator, and you have a basic understanding of the English language, you will still be able to understand the course. Rebecca Lammers speaks in a clear, easily understandable manner and at normal pace, however, we can provide a free Hungarian translator if the students request one in advance.

What's the goal of the course?

The main goal of the course is to make sure that the students become familiar with the main principles of digital music distribution, the steps and tasks involved in online music content management. The course covers all the essential topics whether it's a contract or the digital distribution of a music release.

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Why is this course useful? What will I learn from it?

The goal of the course is for the students to understand and confidently use online music distribution platforms and for them to be able to monetize music content on online platforms.

What does the curriculum contain?

In addition to digital music distribution presentations, guest lecturers and practical tasks, the students will receive several examples and case studies linked to digital music distribution. The students will also be given online and printed music industry literature and resources that are exclusively available at Zeneipari Hivatal and they will have access to the Zeneipari Hivatal library as well.

Who will be teaching the course?

The course will be led by U.S. born Rebecca Lammers. Rebecca obtained her Music Business Management from the University of Westminster in London after which she got involved with digital music distribution. She spent four years at EMI, where she provided professional support for the label's local representatives in various countries. Last year Rebecca worked at Base79, a YouTube company, where she managed a team who claimed user generated content (UGC) YouTube videos on behalf of Domino Records, Tiesto and SyCo. Rebecca's a recognized digital music distribution specialist – she's currently working as Pink Floyd's digital music distribution consultant. The course will also feature leaders and employees of online music service companies as well as guest lecturers.

How are the lessons structured?

Rebecca Lammers, the course leader, will be giving the presentations during this three day course. In addition to the combined theoretical and practical lessons, lectures will be held via skype as well as in person, by guest lecturers who will talk to the students and answer questions about their own projects.

How will the students get practical tasks?

Through the duration of the course, the course leader will provide the students with tasks so that they will have a chance to put their newly gained knowledge into practice.

When will the lessons be held?

The course starts on Friday morning at 10:00 and ends on Sunday afternoon at 18:00. Lessons will be held on the three days assigned to the course, between 10:00 and 18:00, with lunch breaks and short breaks.

Can I try the course and sit in during a trial lesson?

Yes. The course starts on May 23rd, at 10:00, and that's also when the trial lesson will be held: after the first ninety minutes the participants can decide whether they want to register for the course.

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How will the the knowledge gained through the course be tested during the final exam?

Once they've completed the course, the students will be given a practical task and a theoretical oral exam. We will provide all necessary materials for this.

Is it possible to take a repeat exam?

Those who fail the initial exam will be given a second opportunity to take the exam, the date for which we'll discuss with the student. The repeat exam is covered by the tuition fee.

I would like to complete the course but I don't want to take the exam. Is that possible?

Of course. As the course counts as adult education, the exam is optional. If a student decides to complete the course without taking the exam they will not receive a certificate but they'll receive a very nice Zeneipari Hivatal diploma instead.

What's the registration deadline?

The registration deadline is on midnight on the 19th of May, 2014.

How do I register?

In order to register you need to send an e-mail to info@zeneiparihivatal.hu. The e-mail needs to contain the participants name, e-mail address and phone number.

What happens after I register?

After a registration has been made we will hold an admission interview. Following this, we will send all necessary information regarding the course.

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How do I pay for the course?

The course can be paid for either by a bank transfer or in cash on the first day of the course, after the first ninety minute session.

Having finished the course how can one harness the knowledge she/he has just gained?

Students who will have finished the Digital Music Distribution course can manage new albums published and distributed online. He will know the main points of a digital distribution deal contract and can manage his album to get on online music stores. Students finishing our course can work for indie or major record labels, online music distributors. They can also manage and oversee the an online music management campaign.

I have more questions, would you please answer them?

Yes, please do not hesitate to contact us at info@zeneiparihivatal.hu or call us at +3670/220-5477.

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.....> GÁBOR POLYÁK

MUSIC COPYRIGHTS (COURSE TUTOR)

Gábor Polyák is a lawyer and a communication professional, lecturer of both Corvinus University of Budapest and University of Pécs. He earned his MBA and PhD at University of Pécs, beside that he performed an MBA in information technology law at the Vienna University. He mainly works on fields of media law, media policy, IT law - meaning e.g. privacy, copyright and e-commerce regulations - and telecommunications law. A regular topic of his courses is copyrights from which he mainly explore the IT and media aspects. He is a tutor of the Music University Program of University of Pécs where he teaches music copyrights with Anikó Grad-Gyenge. Could also be mentioned as the founder of ICT legal expert course and the editor in chief of Communication and Law journal. He is member of the Copyright Board of Experts. He is writer of large number of books, papers and expert studies. Currently, the chief project of him is the Measure Media Analysis Community.



.....> ANIKÓ GRAD-GYENGE

MUSIC COPYRIGHTS (COURSE TUTOR, LEADING INSTRUCTOR)

Anikó Grad-Gyenge finished her studies in 2003 at Liszt Ferenc Music Institute on field of music sciences, afterwards finished her law studies at ELTE in 2004 and achieved her PhD degree in 2009 at the same university. During 2003-2010 she was operating with copyrights codifications and law alignment at the Ministry of Justice and Law Enforcement, since 2007 as Head of Department. From 2010 she also worked as consultant of a ProArt Association for Copyrights. She taught at ELTE General Faculty of Law, at ELTE Faculty of Arts, at University of Pécs and appeared as guest lecturer of copyrights topics at other universities too. At Bibó István College's Civil Workshop she is still active as leading instructor, such as at Bocskai István College where she is in charge of keeping civil rights workshop. As board member she participated at the operation of Council of Copyrights Experts until 2010, and from 2005 she is a practicing experts as well. Since 2005, she is head of legal department at Creative Commons Hungary and also the member of editorial board at the newspaper Infocommunication and Law. As of September 2010 she has been Assistant Professor of Károli Gáspár Protestant University, Roman Law and Civil Law Department, since 2012 she has also been appointed as reader and deputy head of the mentioned department. In 2012 received Harkály Award at Bibó István College in recognition of her scientific work.



.....> ZSÓFI LEHÓCZKI

MUSIC COPYRIGHT (COURSE LEADER, LEADING INSTRUCTOR)

Zsófi finished her studies at Eötvös Lóránd University of Sciences, at the Faculty of Law and Political sciences in 2012. In the very same year she enrolled in the Doctorate School in University of Pécs. Her research is aimed at the relations in between music, copyright law and media. She used to be an intern at Hungarian National Radio. Having finished university, Zsófi started working for the Hungarian collecting rights society as a trainee and went on to be a consultant. Besides her PhD studies, she is a researcher at Mérték Médiaelemző Műhely and a courseleader at Károli Gáspár University of the Reformed Church.



FRUZSINA MORCZ

MUSIC MANAGEMENT (COURSE TUTOR)

Fruzsina has been working as a public relations officer, a program coordinator, a concert- and program organizer, as a background person participant of the music industry for years. She had already been the member of Trafó Club, organizer of the event 'Celebration of Music', the cultural manager of Szimpla Garden, concert organizer of Leisure Centre of Almásy Tér and assisted previously European tours and roadshows in many cases. She works as a music manager as well, and takes her time to write tender applications as well. As a few examples, she worked together with artists like Heaven Street Seven, Quimby, NEO, 30Y, Egy Kiss Erzsébet, United, Péterfy Bori & Love Band, Kiscsillag or Anima Sound System. After years of practical experience she finished her Music Management studies at Westminster University of London with the aim of launching a Music Management course in Hungary. As a trainee she worked at companies like World Circuit and The Agency Group (where for instance Muse, Razorlight and Motorhead is being managed). After returning back to Hungary (2010), she became the export coordinator of PANKKK. Currently, she works as a music management and marketing tutor of Corvinus University of Budapest and International Business School. At latest she got admitted to Music Industries PhD program of Birmingham City University.



OTTÍLIA ÖRDÖG

ACCESS ALL AREAS (COURSE TUTOR, LEADING INSTRUCTOR)

Ottília Ördög is a music industry professional, beside that she is tutor, the leader of Beat Bazaar (which is a publishing company dealing with electronic music), music manager, promoter, radio broadcaster, a specialist of youth music and last but not least admittedly a true workaholic. It's hard to decide whether her mother tongue is English or Hungarian as she has been living in Manchester since her childhood. Thanks to the mentioned language skills and her incredible capacity of work, she worked with legend Tony Wilson for years who was famous for his independent record label, the Factory Records which published pieces for Joy Division, Happy Mondays or New Order and who was an owner of Hacienda earlier. Ottília was an active organizer of In The City music industry conference of Manchester. At the same time, she was active colleague of Liverpool Sound City music industry conference. She has a quality knowledge of music industry and has a vital knowledge of music business. As part of her mission she supports the younger generation of Manchester which enables her to develop the music life of Manchester by helping DJs, music producers, solo artists or bands. That resulted her meaningful name "music mama" in the British city. Ottília is the leader of the talent management educational program of urban youth in Manchester, the music department of Gorse Hill Studios where future perspective projects are managed by her such as event organization for emerging talents of the certain field of music. Her radio show the Beat Bazaar Show could be streamed live every week on the cult radio, Unity Radio FM 92.8. Ottília is working on acknowledged fields with performers such as: Veba, Sylvia Tella, Mr. Fox, Eberé and many other of them. Style-wise she is active with music types like: jungle, big beat, dubstep, jazz funk, soul, folk, rock etc.



▶ BÉLA SZILÁRD JÁVORSZKY

FROM THE BEATLES TO YONDERBOI (COURSE TUTOR, LEADING INSTRUCTOR)

Journalist and rock historian. He graduated in 1989 in MKKE - which is nowadays known as Corvinus University of Budapest -, on the field of foreign economies. In 1991 he received his PhD degree as rock sociologist. From 1989 he worked as the officer of Pegazus Tours then in the beginning of the nineties he became the reporter of Hungarian Radio and the fellow worker of cultural column at the newspaper Hungarian Hírlap. Around 1995 he wrote cultural articles to the newspaper New Hungary. In 1997 he became the cultural column's journalist at the Hungarian newspaper Népszabadság and in the meantime between 1998-99 he had become the editor of Computer Technology. After leaving Népszabadság in 2005 he became freelancer. In the past 22 years he published his contents in Magyar Narancs, in Kritika or in the Hungarian Playboy magazine, and in other music magazines such as Muzsika, Wanted, Z Magazin or Rockinform. Books: 'The great book of Sziget festival' (2002), 'The history of rock 1-2.' (2005, 2007) which he wrote together with János Sebők, the 'Hungarian rock history' (also written together with Mr. Sebők - 2005, 2006), '303 Hungarian discs you have to hear before you die' (co-author with many others - 2008), 20 years of Sziget (2012). Translations: The history of blues from Paul Oliver (2002, publisher company: 'Dénes Natúr Műhely'), The great book of guitarists (2012, co-translator with Dávid Klág, publisher company: Gabo).



▶ ANDI URBÁN

ELECTRICITY (COURSE LEADER, LEADING INSTRUCTOR)

Andi Urban started her career as an assistant to the marketing director of Magyar Hírlap. Later on she worked for DTF Hungaria as the director of its marketing department. She joined the DJ booking and promoter company, Hairy in 2007. She has worked as their promoter since. Andi Urban is one of the first DJ managers of Hungary. Andi learned everything from her experiences regarding electronic music events and could harness her marketing knowledge as well while organising electronic music parties. She was also a crew member of party series such the popular Ablak a Dubra, House2House, and Hairy Night. Due to the brand Hairy, they could invite artists such as SCS19, Peace Division, Jamie Jones, Troy Pierce, Mike Huckaby, Butane, Marc Houle, Anja Schneider, Mark Broom, Marco Carola, Phil Kieran, Matthew Dear, Robag, and Kenny Larkin to Hungary among others. Andi is in charge of promoting foreign DJs to Dum Dum Festival and The Etiket club nights. She is the booking agent of DJs such as Naga, Beta, Sikztah, Andras Bader, Andras Toth, Mick, Duel Nigel Snorter, Snilloc. She has worked with several foreign booking agencies including the former agency of Richie Hawtin, called Clonk, Artists and Things representing Magda, Marc Houle, Troy Pierce, Artists and Things. The list of artists invited to Hungary by Andi is spectacular: Format B, Gregor Tresher, Marc Houle, Mark Broom, Ambivalent, Hobo, Paco Osuna, Fabrizio Maurizi, Dendi & Ugo, Egbert, Phil Kieran, Kris Wadsworth, Busti Grub, Butane etc. Djs represented by Andi Urban are regular performers of famous and popular electronic music festivals such Balaton Sound, Volt Festival, Sziget Festival, Bonusz and B My Lake.





ZENEIPARI HIVATAL KURZUSVEZETŐK

▶ REBECCA LAMMERS

DIGITAL MUSIC DISTRIBUTION (COURSE LEADER, LEADING INSTRUCTOR)

Rebecca is one of England's leading digital music distribution specialists and Pink Floyd's digital distribution advisor. She's a guest lecturer at the University of Westminster, and a regular teacher at General Assembly courses. Rebecca is a digital music industry professional specializing in music video monetization and digital music distribution. Her career in the music industry started by working with the booking agent at CBGB's in New York City. She then went on to do BA in Music studying viola and voice at Beloit College in Wisconsin, USA. She worked as a booking agent/promoter/sound engineer/bartender at Coughy Haus for 4 years. During this time she started a record label called Green Light Go Records, releasing a compilation album of 3 local bands. In summer 2007 she worked for the Belleayre Music Festival as a production coordinator, working as part of a 4 person team managing a 15 concert season Diane Reeves, Roberta Flack and Big Bad Voodoo Daddy. Rebecca then hopped across the pond to London where she completed an MA in Music Business Management at the University of Westminster. At this point Rebecca pivoted her career into digital, where she worked at Consolidated Independent helping Beggars Group, PIAS and Ministry of Sound with the digital music distribution. She then went on to work at EMI Music for 4 years, working as a digital partner account manager on the distribution side for download/streaming services such as iTunes, Spotify and YouTube. In her final year at EMI Music she moved into the commercial department acting as the YouTube and VEVO account manager, advocating music video best practice for EMI labels across Europe. Last year Rebecca worked at Base79, a YouTube company, where she managed a team who claimed user generated content (UGC) YouTube videos on behalf of Domino Records, Tiesto and SyCo. Recently she started her own consulting service, Do It Together Music Services, where she works with Pink Floyd, Kobalt Label Services and ATC Management advising on YouTube and digital distribution services.





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WHY TO CHOOSE US?

WHAT WE TEACH...

THEORY

We are aware that the theory bases we provide our students are giving core useful knowledge to each and everyone, so we share notes, presentations with them - even after courses.

PRACTICE

We know that music industry is the field you practice your skills and knowledge LIVE. We give our students traineeship possibilities, training, coaching during the whole course where they can have a wider introspection into their chosen specialty, and where mentors are proposing them use their theoretical knowledge in practice.

LITERATURE & LIBRARY

We know knowledge is value. We give mandatory readings about music industry in a unique way. All of our courses are based on Hungarian and English literatures and on other countries' papers that are exclusively available at our courses translated to our language. Mandatory and optional readings are also parts of the syllabus which is supported by our school's own library.

WHO OUR TEACHERS ARE...

QUALIFICATION

We know knowledge is power. Tutors of Zeneipari Hivatal are highly and specifically qualified, achieved their PhD degrees in Hungary or abroad. They are recognized representatives of their own field's, and are continuously and deeply obsessed with the current professional dialogues.

PROFESSIONAL EXPERIENCE

We believe transparency is based on experience. Our tutors are already on their chosen fields for years and are familiar with real-life situations not only theories: students can profit from their analyzing and problem solving attitude day-by-day.

INTERNATIONAL RELATIONS

We think dropping behind isn't an option. Our professionals know the international markets and help their students to turn on to that blood circulation.

HOW WE TEACH...

MODERN AND INTERACTIVE

We experience that real 21st century studies are interactive. The tutors' duties beside studying are: motivation, the systematization of curriculum and the maximal support of our students on any personally required field. We know what digital generation is, we are familiar with Prezi and the different study methods, this is how our learning system is adjusted. Not to mention the unstoppably ongoing self-trainings regarding our staff.

SKILL DEVELOPMENT

We can measure the difference between pedagogy and andragogy, hence we confess that keeping a job in music business might depend on communication skills and on how proficient someone at a certain position. We boost these skills and create our courses and seminars by competency maps.

EXPERIENCE-FOCUSED

We claim that students remember more what they experience, see, analyze and discuss. That is the main reason why we organize several movie afternoons, external location visits and extra lessons if needed. Shaping a true community from our students is not a question anymore. erre valódi lehetőséget biztosítanak.

ZENEIPARI HIVATAL/MUSIC BIZZ BASE CONTACT

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