

THE MUSIC HACK!

EXECUTIVE SUMMARY 2025



INTRODUCTION

Latincouver presents a five-month professional development program empowering emerging artists in British Columbia's music industry, with a focus on supporting equity-deserving and underrepresented communities.

Objectives:

- Equip emerging artists with practical tools to grow their music careers.
- Help participants create professional portfolios that showcase their unique talent.
- Foster equity, diversity, and inclusion in B.C.'s music scene.
- Connect artists with mentors and industry networks for lasting success.



PROGRAM OVERVIEW

The Music Hack: Empowering Emerging Talents (MEET) combines two key stages that provide essential training and tailored career support for emerging artists.

1. WORKSHOPS & PORTFOLIO CREATION

NOVEMBER – DECEMBER 2025

Participants will attend five two-hour workshops led by experienced professionals. Each session focuses on developing core skills and guiding participants through the process of creating their own professional artist portfolio.

2. ONE-ON-ONE MENTORSHIP

JANUARY – MARCH 2026

Participants are paired with established artists or music professionals for individualized mentorship. Mentors will review each artist's portfolio and provide targeted feedback to:

- Strengthen their presentation
- Identify growth opportunities
- Build confidence and career direction

WHO CAN PARTICIPATE?

Open to all emerging artists in British Columbia, MEET is designed for those in the early stages of their music careers who are seeking structured guidance, skill development, and industry exposure.

Eligible Applicants:

- Must be at least 19 years old
- Have 1–5 years of experience in music



PROGRAM OVERVIEW

Workshops

Training workshop:

1. Building your brand as an Artist.
2. Music Business Fundamentals
3. Recording, Production & Performance Basics
4. Digital Presence and Social Media for Musicians using AI.
5. Networking & Pitching Yourself in the Music Industry

Activity

Building Your Portfolio:

Each session is designed to build core skills and guide participants through the creation of their professional artist portfolio, which includes:

- 2 audio and/or video recordings
- Artist bio
- Professional photos
- Contact information
- Career goals and elevator pitch

Mentorship

One to One - Mentoring Session:

Provides personalized support to help participants apply what they learned in the workshops and overcome any gaps in understanding.

Workshop 1

BUILDING YOUR BRAND AS AN ARTIST

Objective

To help artists define their unique identity, values, and style in order to create a strong, authentic artistic brand.

Description

This workshop guides participants through the process of developing their personal brand, including their story, musical influences, and artistic vision. Through practical exercises and industry examples, artists will learn how to communicate who they are and what they stand for, a key step in building their portfolio and online presence.

Portfolio Outcome

- Drafted artist bio
- Clear branding statement that reflects the artist's identity and style
- Foundation for social media and promotional materials

Workshop 2

MUSIC BUSINESS FUNDAMENTALS

Objective

To introduce emerging artists to the essential legal and financial aspects of the music industry and empower them to navigate it professionally.

Description

This session covers key industry knowledge including royalties, copyright, contracts, licensing, and income streams. Artists will learn how to protect their work, register with relevant organizations, and understand the business side of their music careers—knowledge that is often inaccessible to newcomers and independent artists.

Portfolio Outcome

- Career goals statement
- Overview of any professional affiliations (e.g., SOCAN)
- Notes on ownership rights and how their work is protected

Workshop 3

RECORDING, PRODUCTION & PERFORMANCE BASICS

Objective

To equip artists with the practical skills needed to create high-quality audio and video content using accessible tools and techniques.

Description

This workshop introduces artists to the basics of recording and production, whether working from home or in a studio. Participants will learn how to prepare, record, and edit their work to meet industry standards, with a focus on authenticity and clarity. The session also includes tips on preparing for live performance recordings.

Portfolio Outcome

- Creation of 2 professional-quality demo recordings (audio and/or video)
- Understanding of technical requirements and formats for submitting work to industry opportunities

Workshop 4

DIGITAL PRESENCE AND SOCIAL MEDIA FOR MUSICIANS USING AI

Objective

Help artists build a strategic online presence that supports their portfolio and artistic brand, using AI tools to simplify content creation and planning.

Description

Participants will learn how to align their portfolio with platforms like Instagram, TikTok, and YouTube. The workshop introduces basic AI tools to create content, plan posts, and track engagement—empowering artists to grow their digital visibility.

Portfolio Outcome

- Direct links to professional social media profiles
- Basic audience engagement metrics to showcase reach and visibility
- A short-term content strategy aligned with their brand and career goals

Workshop 1

NETWORKING & PITCHING YOURSELF IN THE MUSIC INDUSTRY

Objective

To teach artists how to professionally present themselves, build industry connections, and pitch their work to collaborators, venues, and employers.

Description

This session focuses on practical communication skills for career advancement. Artists will learn how to introduce themselves with confidence, write effective pitch emails, and create a compelling one-sheet. The workshop also explores strategies for building a professional network and making lasting impressions in meetings or public events.

Portfolio Outcome

- Final artist portfolio including artist bio, demo recordings, photos, and contact info
- A written or verbal elevator pitch ready to use in meetings, applications, or industry showcases

MENTORSHIP STAGE:

Our mentorship program is a cornerstone of this initiative, connecting emerging artists with experienced mentors who play a pivotal role in guiding them through their artistic journey in Canada.

Mentors will review mentees' portfolios, provide constructive feedback on strengths and areas for improvement, and suggest strategies to effectively showcase their talent. They will also collaborate with mentees to refine their portfolios in alignment with Canadian audiences and industry standards.





CONTACT US

To learn more about the program or
registration, please contact:

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