

VISITING PROFESSOR SPICE

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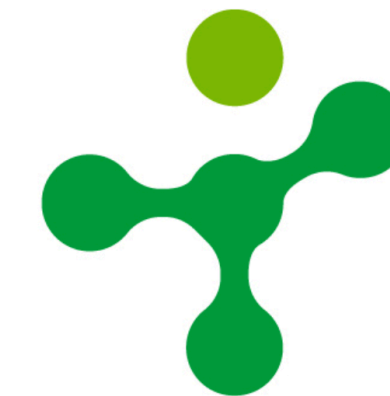
RANGSIT CONSERVATORY OF MUSIC

NETWORKING STRATEGIES FOR MUSIC CAREERS

VISITING PROFESSOR SPICE

- ▶ <https://grahamspice.com>
- ▶ Associate Professor of Music, Director of Collaborative Audio Arts at [Shenandoah Conservatory](#), Winchester VA USA
- ▶ Work with notable artists including: Keith Urban, Béla Fleck, Victor Wooten, The Dirty Dozen Brass Band, Jeff Coffin, Jimmy Herring, Trey Anastasio
- ▶ Ableton Certified Trainer, Wwise Certified Instructor, AVID Instructor (Pro Tools)
- ▶ Research focused on Immersive Audio for AR/VR and video games

 **Ableton** Certified Trainer



Wwise[®]
certified instructor



CERTIFIED

Instructor

FIRST QUESTION

- ▶ In ONE word, describe your dream music career

CAREER DEVELOPMENT

The Music Business runs on personal relationships

People will do business with:

- ▶ Who they know
- ▶ Who they trust
- ▶ Who they think will deliver

Who you know, what you know, and who knows you

SEMINAR OVERVIEW

OUR JOURNEY TODAY:

- ▶ Industry Understanding
 - Self-Assessment
 - Networking Basics
 - Practical Tools
 - Your Action Plan
- ▶ Interactive Elements using AhaSlides
- ▶ QR Code for Thailand Industry Contacts

1 UNDERSTANDING THE EVOLVING MUSIC BUSINESS

THE CHANGING FACES OF THE MUSIC STUDIO BUSINESS

-
- *Personal production & home project studios*
 - *Audio for Video, Audio for Games*
 - *Internet audio distribution techniques*
 - *More expansive music industry offerings*



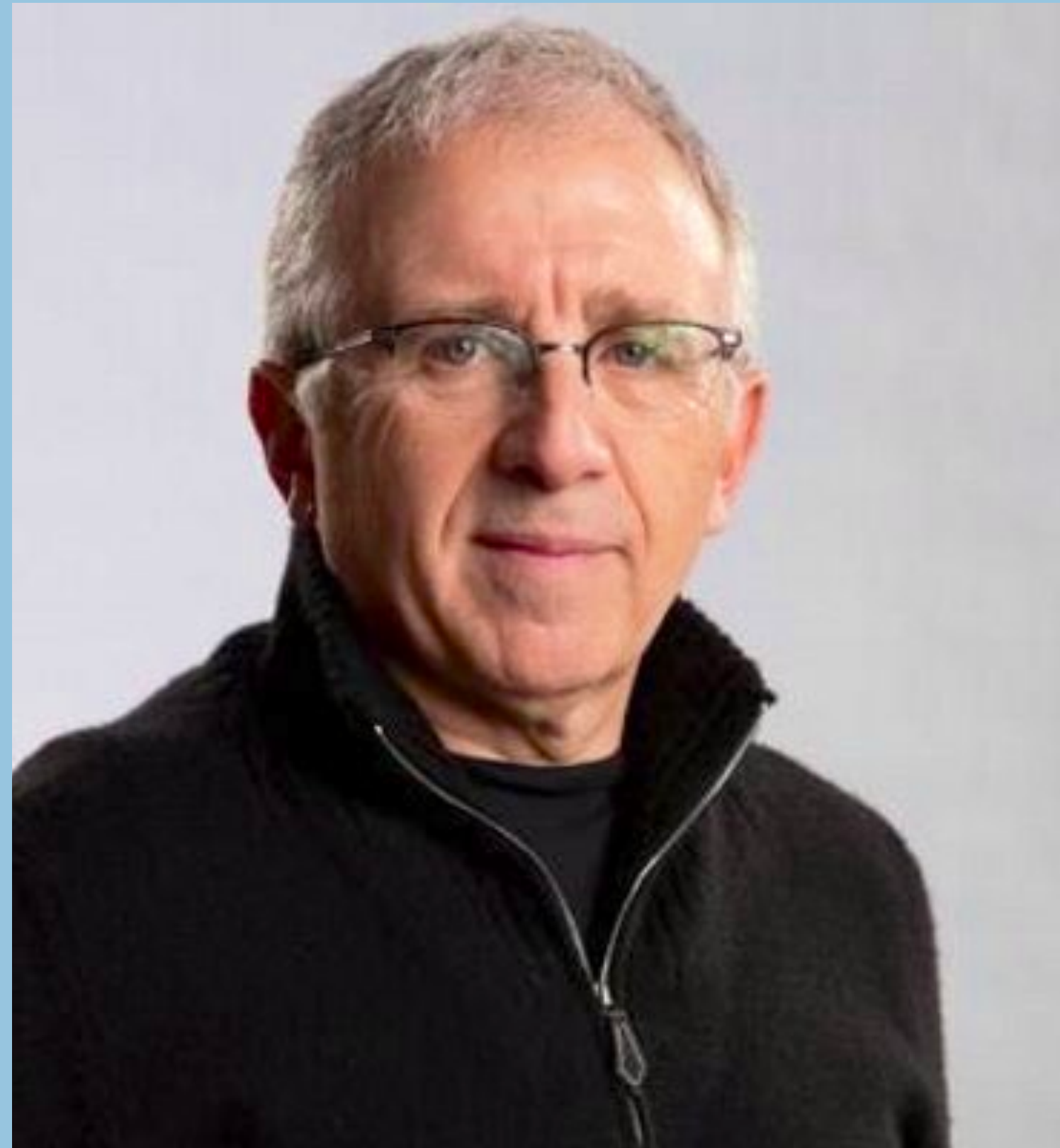
INDUSTRY WISDOM



“I think the path is different for everybody. Go after the doors that are open to you. That has always been my motto getting into the music business. Do the things that seem to be good opportunities and work hard at it. Try to make good decisions and be nice. Hopefully all of that will pay off at some point.”

-Chris Stapleton

REVENUE REALITY



“Since the traditional recorded-music business models have drastically changed, there is truly diminished income derived from recorded music by artists - both current and catalog. The touring industry has become much more important as a majority revenue stream and the ancillary fan experiences and promotions that may be derived from it.”

-Irving Azoff

KEY TRUTH



"The first thing you learn about the music business is that it changes very quickly. You come into it at a certain point and you think you have a handle on it... And then, three years later, the whole thing has been turned upside-down."

-Dean Wareham

1. UNDERSTANDING THE EVOLVING MUSIC BUSINESS

WHAT EXCITES YOU MOST ABOUT THE CHANGING MUSIC INDUSTRY?

- A. More opportunities for home producers
- B. New revenue streams (streaming, gaming, content)
- C. Global reach through digital platforms
- D. Collaboration possibilities



**These changes create
new opportunities for
smart networkers**

SELF-ASSESSMENT PART 1: WHO ARE YOU?

YOUR PROFESSIONAL IDENTITY

THREE SIMPLE QUESTIONS

1. What do people know you as? (your reputation)
2. What makes you different? (your unique value)
3. Who do you help? (your ideal clients)

The Goal: Create "a niche only you can fill"

2. SELF-ASSESSMENT PART 1: WHO ARE YOU?

AHASLIDES OPEN TEXT RESPONSE

- ▶ Question: "Complete this sentence: 'What makes me different from other music producers is...'"
- ▶ Anonymous submissions
- ▶ Share 3-4 interesting responses (with permission built into the activity)
- ▶ Builds confidence through anonymous participation

CAREER BUILDING HOUSE ANALOGY

THINK OF YOUR CAREER LIKE BUILDING A HOUSE:

- **Knowledge-based skills** = foundation and walls (essential structure)
 - **Personal traits** = unique decor and style (making it distinctly yours)
 - **Networking & transferable skills** = the road to your house and utility connections (water, electricity)
- ▶ **Key insight:** Without those connections, even the most beautiful house can't be lived in or easily accessed. Networking creates those vital pathways and brings opportunities right to your door.

SELF-ASSESSMENT PART 2: YOUR 3 SKILL AREAS

ASSESSING YOUR STRENGTHS

1. Knowledge-based skills

(from school and experience)

- ▶ Computer skills
- ▶ Music Technology
- ▶ Musical abilities
- ▶ Languages

2. Transferable skills

(work everywhere)

- ▶ Communication and people skills
- ▶ Analytical problem solving
- ▶ Organization / Planning

3. Personal traits your own special qualities (what makes you YOU)

- ▶ Being dependable
- ▶ Personality or style
- ▶ Sense of humor
- ▶ Friendly

3. SELF-ASSESSMENT PART 2: YOUR 3 SKILL AREAS

YOU ARE NOT A UNICORN: THE TRANSFERABLE SKILLS YOU ALREADY HAVE

You already have plenty of transferable skills that you can use to your advantage. Here are just a few of them:

- ▶ You're self-motivated
- ▶ You're hard-working
- ▶ You're a team-player
- ▶ You're flexible
- ▶ You're smart!
- ▶ You're an experienced troubleshooter
- ▶ You're calm under pressure



[“You are not a unicorn: The transferable skills you already have”](#)
by Beth O’Leary for SoundGirls.org

3. SELF-ASSESSMENT PART 2: YOUR 3 SKILL AREAS

AHASLIDES SKILLS RANKING

- ▶ Interactive Scale: "Rate yourself 1-10 on these transferable skills:"
 - Communication
 - Problem-solving
 - Working under pressure
 - Team collaboration
 - Adaptability
- ▶ Show class averages - "Look how skilled this room is!"
- ▶ Builds collective confidence

**CRAFTING YOUR
VALUE
STATEMENT**

4. CRAFTING YOUR VALUE STATEMENT

SIMPLE PURPOSE FORMULA

▶ **Fill in the blanks:**

I help *[who]* who are struggling with *[what problem]* so they can *[achieve what goal]* by *[how you help]*

▶ *Examples:*

- "I help indie bands who are struggling with poor recording quality to achieve professional sound by providing affordable mixing and production services"
- "I help content creators who are struggling with audio problems to achieve clear, engaging content by offering fast audio post-production services"
- "I help film makers who are struggling with tight deadlines to achieve high-quality soundtracks by providing efficient sound design solutions"

4. CRAFTING YOUR VALUE STATEMENT

AHASLIDES VALUE STATEMENT BUILDER

MULTIPLE CHOICE COMBINATION: BUILD YOUR STATEMENT STEP BY STEP

▶ **Question 1: "I help..."**

- A) Indie bands
- B) Content creators
- C) Film makers
- D) Game developers

▶ **Question 2: "who are struggling with..."**

- A) Recording quality issues
- B) Audio problems
- C) Sound design challenges
- D) Technical difficulties

▶ **Question 3: "to achieve..."**

- A) Professional sound
- B) Clear, engaging content
- C) High-quality soundtracks
- D) Polished final products

▶ **Question 4: "by..."**

- A) Providing affordable mixing services
- B) Offering fast audio post-production
- C) Creating efficient sound design solutions
- D) Delivering expert technical support

- ▶ Live combinations create energy and ideas as students build complete value statements

4. CRAFTING YOUR VALUE STATEMENT

PAIR PRACTICE

- ▶ Practice Your Value Statement
 - Use your AhaSlides-inspired statement with a partner
 - 2 minutes each direction
 - Focus: "What was clearest about their statement?"
 - Help each other make it stronger

**WHAT IS
NETWORKING AND
WHY IT MATTERS**

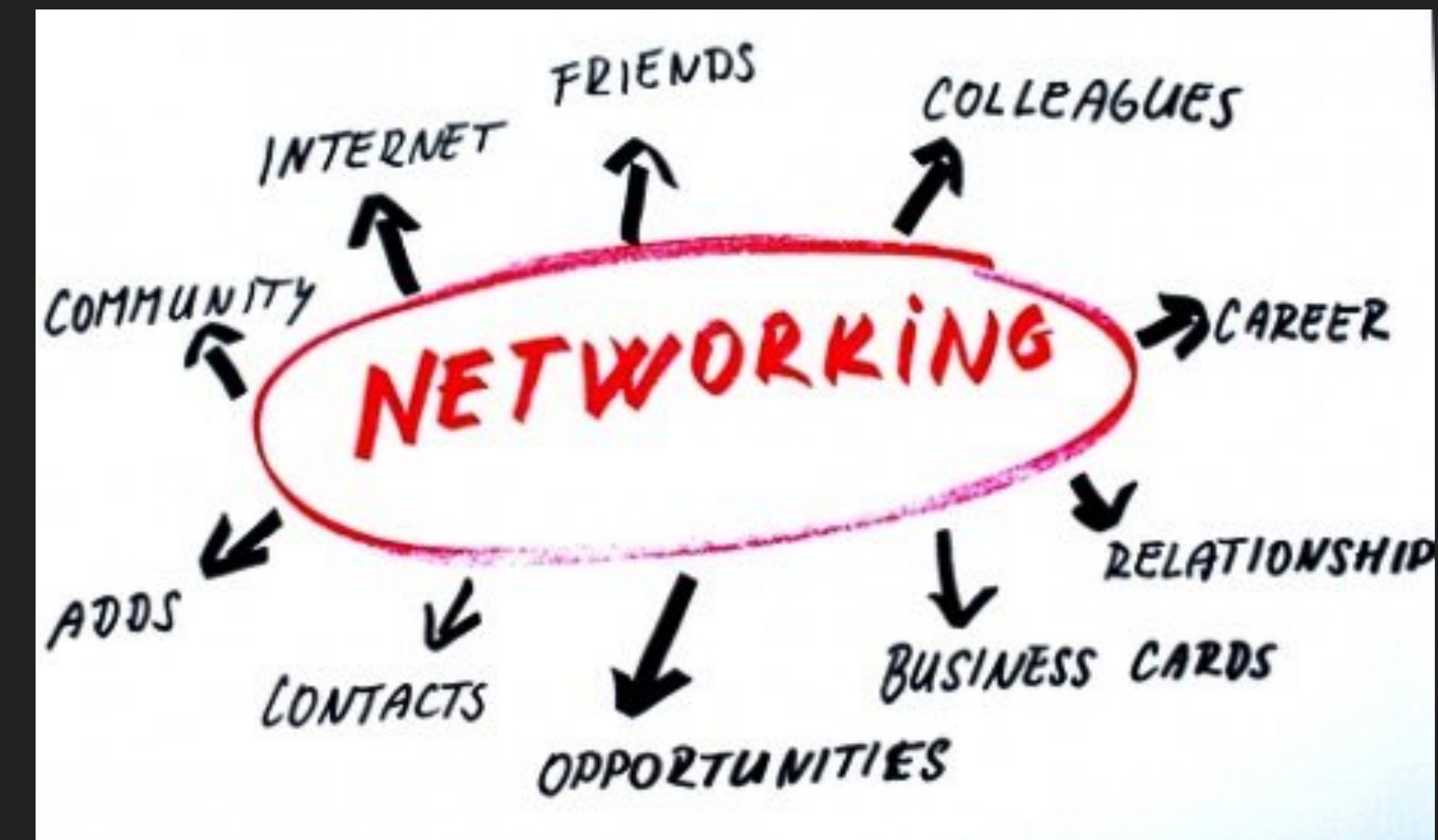
5. WHAT IS NETWORKING AND WHY IT MATTERS



What is a networking?



- ▶ It's NOT manipulative, deceptive, or dishonest
 - It's about taking the most positive aspects of yourself and projecting them to others
- ▶ It IS a strategy for career success through relationships
 - Developing the people skills necessary to achieve success



CORE NETWORKING PRINCIPLES

- ▶ Be someone others want to help succeed
- ▶ Think long-term career, not just today
- ▶ Treat everyone with equal respect
- ▶ Understand feelings, not just words
- ▶ Change creates opportunities
- ▶ Show genuine, positive energy

THE POWER OF YES

Don't say yes.
Be YES.

- ▶ "Can you do _____? "

The correct answer is **"Yes!"**

- ▶ People do business with:
 - ▶ Who they know
 - ▶ Who they trust
 - ▶ Who they believe will deliver

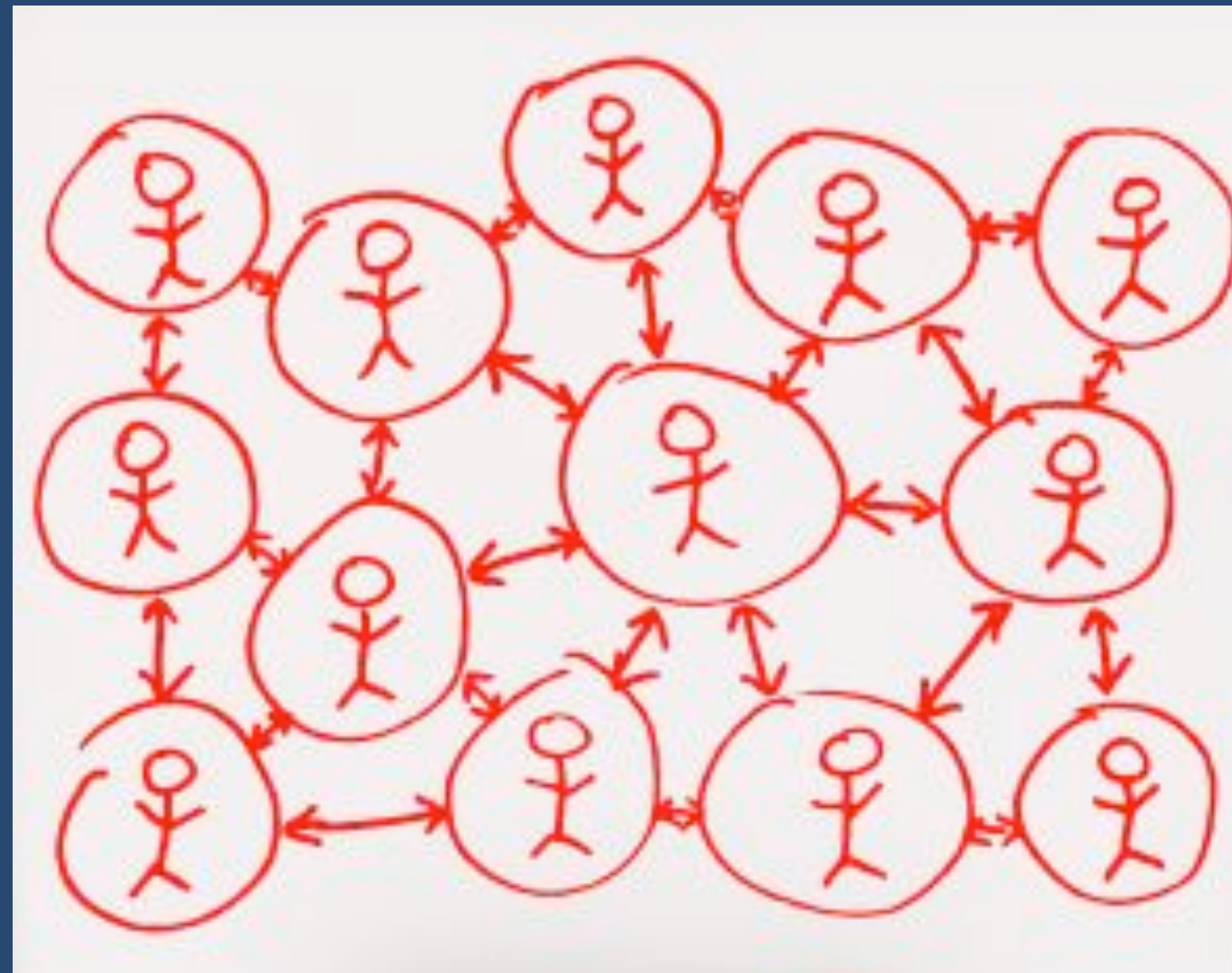
AHASLIDES PRINCIPLES QUIZ

- ▶ Quiz Mode: "Which networking principle is MOST important?"
 - Treat everyone with equal respect
 - Think long-term, not just today
 - Show genuine, positive energy
 - Be someone others want to help succeed
- ▶ Gamified with points and leaderboard
- ▶ Creates friendly competition and reinforces learning

PRACTICAL NETWORKING TOOLS

START BUILDING YOUR NETWORK NOW!

- ▶ Connect with others who share your aspirations, energies, and enthusiasm
- ▶ Connect with classmates - they're your future colleagues
- ▶ Look around you - build your network now!



CONVERSATION SKILLS: LEADING QUESTIONS

- ▶ What are you listening to that I should know about?
- ▶ What kind of songs do you sing?
- ▶ What would you look for in a writer with whom you would establish a relationship with?
- ▶ Can I get your input on this?
- ▶ Are you originally from here?
- ▶ What do you like best about living in this town?
- ▶ Do you have many opportunities to travel?
- ▶ Are you into movies?
- ▶ What is your latest favorite movie?
- ▶ Are there any great restaurants in this area that you can recommend?
- ▶ What gym do you go to?
- ▶ Are you a sports fan?
- ▶ Do you have a dog or cat?

ENCOURAGE THE OTHER PERSON TO TALK



▶ **Expanding**

"Tell me more, it sounds like you had a great time."

▶ **Comparing**

"That sounds similar to..."

▶ **Self-revealing**

"I know what you mean. I was in a similar situation last year."

▶ **Clarifying**

"What exactly did he do?"

SENSITIVE TOPICS TO AVOID

- ▶ Politics
- ▶ Religion
- ▶ Age
- ▶ Negative music opinions...



Generally avoid negativity

6. PRACTICAL NETWORKING TOOLS

THE 3 C'S OF NETWORKING SUCCESS

CREDIT: Give credit to those who helped you

- ▶ Always acknowledge people who supported your projects
- ▶ Mention collaborators when discussing your successes
- ▶ "This project was possible thanks to..."

CONTACTS: Provide contacts to help those who helped you

- ▶ Connect your supporters with opportunities
- ▶ Share your network when appropriate
- ▶ Be the person who makes valuable introductions

COMPENSATION: Offer fees or royalties to those who helped you

- ▶ Pay people fairly for their contributions
- ▶ Consider profit-sharing arrangements
- ▶ Good relationships require mutual benefit

STAY CONNECTED WITH YOUR NETWORK

MAINTAINING PROFESSIONAL RELATIONSHIPS

- ▶ The System:
 1. List everyone you've worked for (free and paid projects)
 2. Check in regularly - brief catch-up every few months
 3. End with the magic phrase: "The next time you need someone, keep me in mind"
- ▶ **Mindset Shift:** You're not being pushy - you're informing others and telling your story. This increases your value and helps you get more work.

AHASLIDES CONVERSATION CHALLENGE

- ▶ Scenario-Based Multiple Choice: "You meet a studio owner at an event. What's your BEST opening question?"
 - A. "How much do you charge for recording?"
 - B. "What projects are you working on lately?"
 - C. "Do you need any assistants?"
 - D. "I'm looking for studio work"
- ▶ Immediate feedback explaining why B is best
- ▶ Makes learning practical and memorable

THE 30-SECOND PROFESSIONAL INTRODUCTION

TEMPLATE INTRODUCTION



Hi, I'm _____. I'm a _____ who specializes in _____.

What makes me different is _____.

AHASLIDES INTRODUCTION BUILDER

- ▶ **Type Answer:** "Write your 30-second introduction using our template"
- ▶ Anonymous submissions
- ▶ Display 2-3 good examples
- ▶ Students learn from peer examples

PAIR PRACTICE

- ▶ 2 minutes each direction using your newly-crafted introductions
- ▶ Feedback Focus: "What was clearest about their introduction?"

**YOUR THAILAND
MUSIC INDUSTRY
CONNECTIONS**

8. YOUR THAILAND MUSIC INDUSTRY CONNECTIONS

LOCAL NETWORK RESOURCE

- ▶ This living database connects you to recording studios, gear retailers, and production companies in Thailand
- ▶ Built by music production students like you - for students like you
- ▶ Continue adding contacts when you attend events and meet industry professionals
- ▶ This is YOUR shared resource - and you can help it grow!

- ▶ These businesses need skilled people like you

- ▶ **Action:** "Save this QR code now - take a photo"

HOW TO USE THESE CONTACTS

- ▶ Research the company first
- ▶ Reach out with questions, not requests
- ▶ **Magic phrase:** "The next time you need someone, keep me in mind"

8. YOUR THAILAND MUSIC INDUSTRY CONNECTIONS

YOUR MISSION - GIVE BACK TO FUTURE STUDENTS

BUILDING THE NETWORK TOGETHER - YOUR MISSION

- ▶ **The Vision:** Help future music production students succeed by growing this shared resource
- ▶ **Your Role:** Be both a user AND a contributor to Thailand's music production community
- ▶ **The Process:**
 1. Go to concerts, festivals, and music events in Thailand
 2. Meet the people running sound, managing venues, promoting shows, working at studios
 3. Exchange business cards or contact information professionally
 4. Add quality contacts to our shared spreadsheet
- ▶ **Remember:** Every contact you add helps a future student get their break in the industry

7. THE 30-SECOND PROFESSIONAL INTRODUCTION

ENHANCED AHA SLIDES CONTACT COMMITMENT

- ▶ **Multiple Choice:** "Which type of Thailand music event will you attend FIRST to build contacts?"
 - A) Local concert venue (live music clubs, bars with live bands)
 - B) Music festival or conference (music industry events)
 - C) Recording studio open house or workshop
 - D) Music technology meetup or equipment demo

- ▶ **Follow-up Commitment Question:** "How many new industry contacts will you personally add to our shared database this semester?"
 - A) 1-2 contacts (realistic starter goal)
 - B) 3-5 contacts (ambitious networker)
 - C) 6-10 contacts (networking superstar)
 - D) More than 10! (community builder)

- ▶ **Action Planning:** "When will you attend your first networking event?"
 - A) This week
 - B) Within 2 weeks
 - C) Within this month
 - D) Before end of semester

**COMMIT TO YOUR
NETWORKING PLAN**

REINVENTION & GROWTH MINDSET

- ▶ Reinvention is common in music business - constantly grow your skills
- ▶ If music chooses you, it's your responsibility to learn how to succeed

AHASLIDES ACTION PLANNING

- ▶ Open Text Fields: Complete your networking plan
 - "One networking goal for this month: ____"
 - "One step I'll take THIS WEEK: ____"
 - "One event I'll attend to meet industry contacts: ____"
 - "My biggest networking challenge: ____"
- ▶ Anonymous submissions allow honest reflection
- ▶ Share insights without pressure

AHASLIDES COMMITMENT POLL

- ▶ Yes/No Poll: "Will you add at least ONE new contact to our shared database this semester?"
- ▶ Show percentage - create accountability through group commitment

CLOSING AND FINAL CHALLENGE

INDUSTRY WISDOM



“I think the path is different for everybody. Go after the doors that are open to you. That has always been my motto getting into the music business. Do the things that seem to be good opportunities and work hard at it. Try to make good decisions and be nice. Hopefully all of that will pay off at some point.”

-Chris Stapleton

10. CLOSING AND FINAL CHALLENGE

AHASLIDES FINAL WORD CLOUD

- ▶ Question: "In ONE word, how do you feel about networking now?"
- ▶ Compare to opening word cloud - show transformation

BEFORE YOU LEAVE TODAY - COMMIT TO:

- ▶ Exchange contact info with 2 classmates you don't know well (start your peer network now)
- ▶ Save the QR code for Thailand industry contacts (access the community resource)
- ▶ Attend at least ONE live music event in Thailand within the next month
- ▶ Meet and exchange contact info with at least ONE industry professional at that event
- ▶ Add quality contacts to our shared database - help future students get their break
- ▶ Check our shared resource regularly - your classmates will be adding new contacts too!

THIS DATABASE ONLY WORKS IF WE ALL CONTRIBUTE

TAKE FROM IT:

- ▶ Use existing contacts to advance your career
- ▶ Reach out professionally to studios, venues, and companies
- ▶ Reference other students' connections when appropriate

GIVE TO IT:

- ▶ Share quality industry contacts you discover at events
- ▶ Add professionals who could help other music production students
- ▶ Include detailed, accurate contact information

GROW WITH IT:

- ▶ Help build Thailand's strongest music production student community
- ▶ Create opportunities for students who come after you
- ▶ Expand the network every semester through your contributions