

OCM Education and Outreach Project Journey Log

The Industry Talks

in partnership with City of Oxford College

The Industry Talks programme is an essential series of events for anyone seeking a career in the music industry.

The idea for this programme came about through listening to young people in informal music making settings talk about their aspirations for the music that they create.

In a lot of cases the passion was there, but the young musicians themselves had very few ideas as to how they can progress their musical creations and how they can get their music out there.

Our Education and Outreach Officer Jordon Maynard-Daley had the idea of inviting music industry professionals to talk to the young people and share their personal experiences and journeys with them.

And thus The Industry Talks was born!



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Each of our events featured 3 - 4 guest speakers that would give a 15 minute presentation on their experiences, they would then take questions from the audience and offer their insights.

The screenshot shows the Oxford Contemporary Music website. At the top left is the logo 'Oxford Contemporary Music'. To its right is a navigation menu with links: 'Events' (highlighted in blue), 'About OCM', 'Education', and 'Downloads'. Below this is a secondary menu with links: 'OCM News', 'Get Involved', 'Mailing List', 'Contact Us', 'How to Book', and 'About Music in Oxford'. A breadcrumb trail reads 'Home > Events > The Industry Talks'. On the right side of the header, there is a 'Login/Sign Up' link. The main content area has a dark purple banner with the text 'Last Season == January to June 2014'. Below the banner is a sub-menu with links: '14 Summer > 14 Spring > About / 13 Autumn > 13 Summer / Past Seasons / Venues /'. The main content is divided into three columns. The left column is titled 'January' and lists 'Wed 15 Jan 14 The Industry Talks'. The middle column features a large graphic for 'OCM EARNING A LIVING IN THE MUSIC INDUSTRY' with the subtitle 'THE SECOND OF FOUR EVENTS IN OCM'S THE INDUSTRY TALKS SERIES'. The right column is titled 'Listen - Download' and lists four speakers: 'Jack Symonds Talk', 'Steve Barbe Talk', 'Daniel Merrill', and 'Tim Hand'. Below this is a 'Websites' section and a 'Shows' section. At the bottom of the page, there is a dark purple bar with the text 'The Industry Talks' on the left and 'Wednesday 15 January' on the right.

We really wanted to embrace digital technology on this project so we created podcasts for our talks and used Skype as a way of engaging with speakers who were unable to travel to venue due to vast distances.

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“Very well organised and a great idea!”

“Good Cross section of speakers, enjoyed the fact that it was not genre specific, wide range of topics.”

“Really useful!”

Really enjoyed it – gave me a lot of confidence that if you want a career you can make one.”

“Excellent in general with lots of interesting people.”

“I thought the speakers were very down to earth and inspiring.”

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- X4 Events
- X4 Themes
- X14 Music Industry Guest Speakers



- 140 Audience members
- X14 Podcast recordings

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The Industry Talks events will return next academic year.

Using a youth steering group we will strengthen our consultation with young people interested in this project to ensure that topics remain current and relevant to audience members.

In the new academic year we want to push the boundaries as to what this project can achieve and look more into digital technology and social media to help spread the learning from the project.

Stay tuned because the industry has not finished talking yet!

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