



WORKSHOP MENU

Producing and Selling Your CD

With Caroline Moore

The internet and the tumbling price of recording and burning compact discs has not only improved the quality of product that bands and musicians are able to produce, it has made it possible for musicians to earn considerable amounts on a very local level. This workshop is a practical guide to producing and marketing a CD. It covers:

- Recording
- Producing (including covers, bar codes and so on)
- Distribution
- Selling and advertising
- Using the CD to get gigs and promote your live performances

Caroline Moore has had extensive experience in the music industry, ranging from managing bands, to establishing an independent record label, to establishing a live music venue, and producing national and international tours. In 2003 she was awarded the Ausmusic Foundation's Peter Korda Award for most promising entertainment empresario. The artists managed by Caroline include Nick Barker, Sally Dastey, Kerri Simpson and Mayfly.

Her record label, Belmore Records has a range of local and international artists and was hailed as the most promising independent label when it was established in 2002. Caroline also has vast experience in Festival management. She was General Manager of The Melbourne International Jazz Festival, Melbourne Fringe and The Push. She has worked for the music press and record labels in the UK, and has a passion for the music and entertainment industry as a whole.
