

ELAM

SIRLUTE



SOUND FUSION



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ELAM

SIRLUTE

01. ABOUT US

02. THE PROGRAMME

03. PROJECT OVERVIEW

04. WEEK-BY-WEEK

05. THIS IS FOR...

06. OUR GOALS

07. TIMELINE

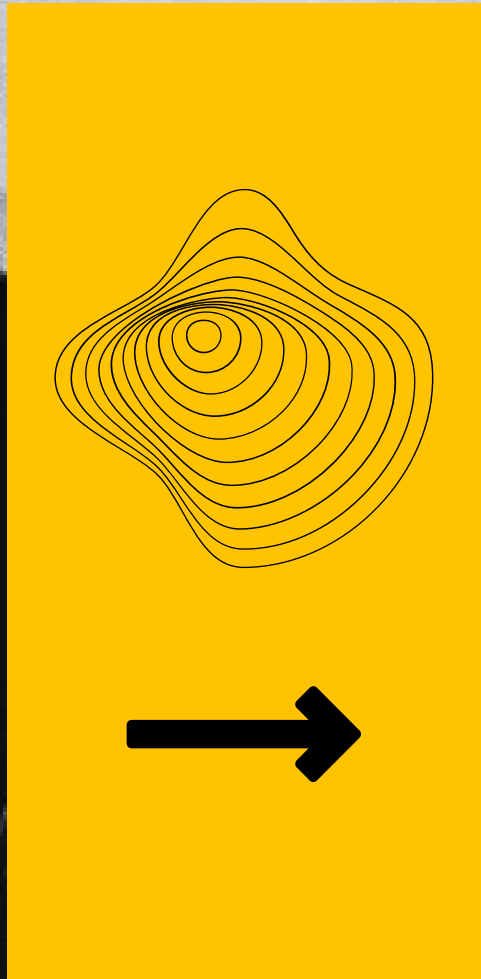
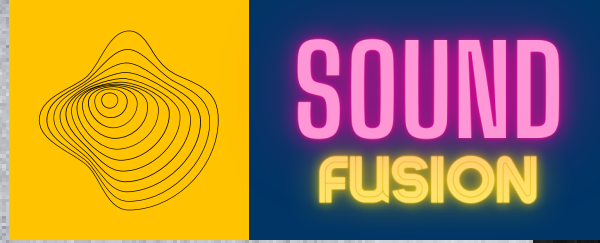
08. LET'S CONNECT



WHERE MUSIC AND BUSINESS COLLIDE

CONTENT



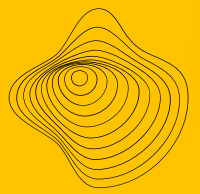


Sound Fusion is a music-based programme that has been designed to empower talented 13-16-year-olds with the skills they need to thrive in the music industry. In weekly sessions, young people will learn music production, songwriting, performance and everything business.

We believe that every young person, regardless of their background, should have the opportunity to pursue their passion for music and achieve their dreams.

ABOUT

SOUND FUSION



**SOUND
FUSION**

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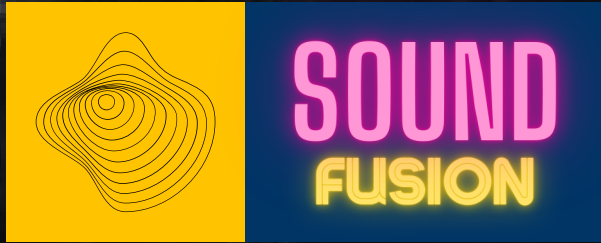
THE



PROGRAMME

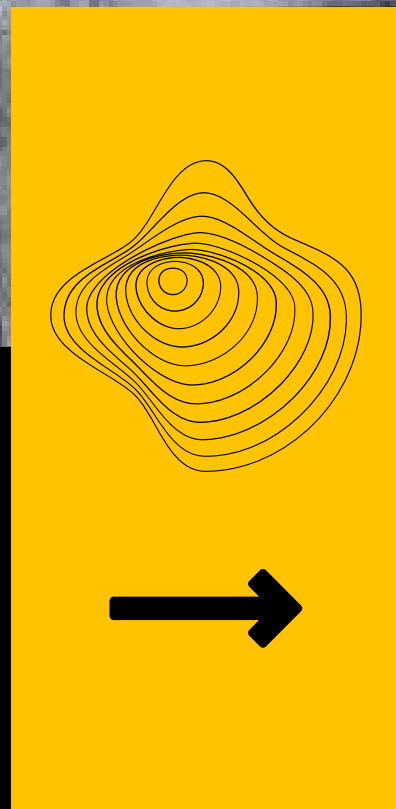
Two groups of 25 young people doing an 15-week programme learning from Industry Experts. *September 23 - August 24*

- Music Creation - production, songwriting, performance, releasing
- Music Business - marketing, pr, release strategies, events, legal
- Inspirational sessions facilitated by industry experts
- Offsite trips and visits to other industry organisations
- All participants graduate with a certificate of achievement



PROJECT

OVERVIEW



MUSIC CREATION

Production

Term 1

Songwriting

Term 2

Engineering

Term 3

MUSIC BUSINESS

Music Universe +
Management

Releasing +
Networking

Events

Location: ELAM College

Day: Saturdays

Time: 11am - 3pm

Occurrence: Weekly

No. of Young People: 25 (MC13, MB12)

MUSIC CREATION

Term 1 with Rxwntree

1. Music Theory
2. Theory + Recording Chords
3. Beat Making with Chords/Sample Beat
4. Production Continues
5. Production Completed

Term 2 with Olga + JR

1. Songwriting Introduction
2. Songwriting Starts
3. Songwriting Continues + A&R Feedback
4. Songwriting + Recording
5. Recording + Crossover Ideation
6. Final Draft Song Recorded

Term 3 with Rxwntree

1. Intro Into Mix + Mastering (sample beat)
2. Beat + Vocal Tracks (own song)
3. Continue and Finalise Track Mix
4. Small Group Exercise - Distribution, Release Strategy etc.
5. Collective - Networking week - A&R/Music leaders listening session/CV/feedback/prep for college (choice of carousel) **with Industry Experts**

MUSIC BUSINESS

Term 1

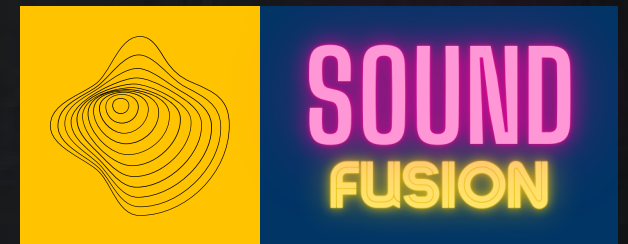
1. The Music Universe **Tania**
2. Emerging Artist Essentials **Tania**
3. Artist Management **Tania**
4. Legal Contracts And Negotiations **David Nash**
5. Independent & Signed **Ruff Sqwad**

Term 2

1. How To Release A Project **Tania**
2. Music PR & Digital Marketing
3. Publishing & Licensing + A&R Feedback **David Nash + Ruff Sqwad + Da BeatFreakz**
4. Content Creation **Kieron Boothe & Husky**
5. Budgeting **Ruff Sqwad**

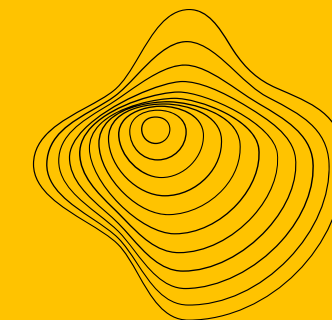
Term 3 with John G + D.I.C.E

1. Event Planning Intro
2. Event Planning Planning
3. Event Planning Planning Continued
4. Event Planning Marketing + Outreach
5. Collective - Networking week - A&R/Music leaders listening session/CV/feedback/prep for college (choice of carousel) **with Industry Experts**



WEEK BY-WEEK

OVERVIEW



THIS

IS FOR...

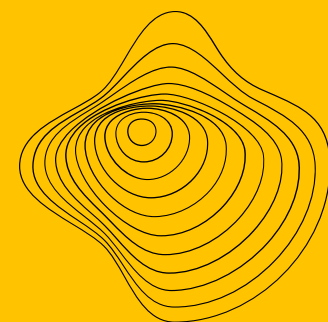


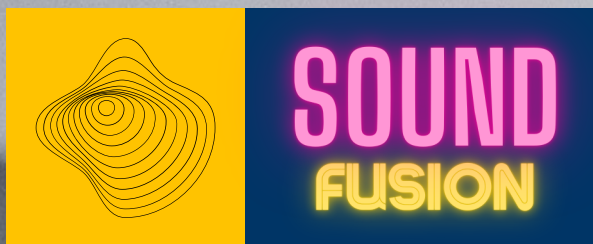
IDENTIFY AS EITHER

Black & Ethnic Minority
Marginalised
At-risk
SEND, Pupil Referral Units
Youth Offending Teams
CAMHS

INTERESTED IN

Music Production
Songwriting
Engineering
Events, Marketing
Management, Legal
Employment / Education





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OUR

GOALS

PARTICIPANTS

Will gain:

- Creative skills
- Essential life skills
- Confidence in their potential and self-initiative
- New friends and mentors

COMMUNITY

Will gain:

- Agents of change
- Creative approaches to wellbeing
- Increased employability
- Less risk-taking and anti-social behaviour

TIMELINE



SEP 23

1st Cohort

15 Weeks

FEB 24

2nd Cohort

15 Weeks

AUG 24

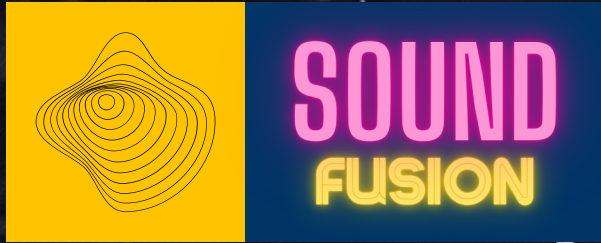
Both Cohorts

LIVE SHOW

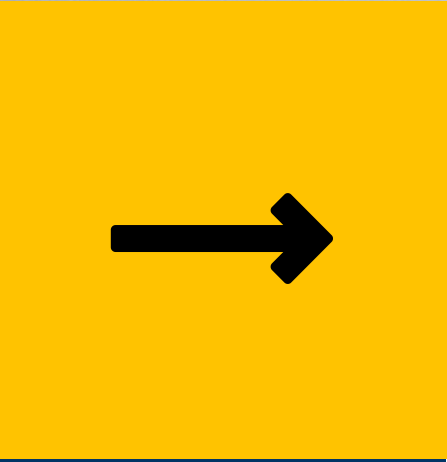


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LET'S 

CONNECT

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Sirlute
youngstar@sirlute.com