



# PROMOTION

## YOUR PASSION

Marketing new artists and supporting them in all forms of media.

## YOUR SATISFACTION

You like being the point person to launch a unique promotional campaign for a unique artist.

## OTHERS FUNCTIONS

Promotional director  
Junior publicist  
Artist development representative

## YOUR MOTIVATION

You promote artists' work in the media. You seek to gain the best media coverage in coordination with marketing and sales campaigns. You play a key role in distributing your artist's music by providing journalists with the promotional material they need. Alone or as part of team, you develop promotional strategies during releases of singles or albums by the label's artists.

## YOUR ASSETS

With your strong interpersonal skills, you relish meeting people, making it easy for you to maintain and expand your network of influential contacts. You have excellent writing and speaking skills, two abilities key to the daily practice of your profession. As a skilled negotiator, you have in-depth knowledge of the music industry.