

aftownmusic Workshop Program Outline
Sat 20th July, 2019 | alliance francaise (Accra)
9am - 12pm

Time	Subject	Speaker
9.30am	Introduction to the aftownmusic workshop	Antoine
9.45am	How aftown.com works for the user <ul style="list-style-type: none"> ▪ The aftown user experience 	Jefferson
10.00am	How aftown works for the artist <ul style="list-style-type: none"> ▪ Signing Up ▪ Submitting Music ▪ The aftown artist agreement ▪ Revenue share breakdown 	Jefferson Antoine & Roland (QnA) Antoine & Roland (QnA)
10.30am	Monitoring your sales/streams on aftown <ul style="list-style-type: none"> ▪ What happens when a user buys/streams a song? ▪ Requesting for your aftown stats and withdrawing your money 	Jefferson
11.00am	Promoting your music on aftown <ul style="list-style-type: none"> ▪ Radio & TV Promotions and monitoring airplay ▪ Branding as an artist 	Antoine
11.15am	The Royalty System	Kobby Graham
11.30am	Investing your Revenue The Dalex Swift Option	Beauty Olerkie Larbi (Dalex Swift Product Manager)
11.40am	Signing up to other streaming platforms	Mark Yao Tekpah (Content Connect Ghana)
11.50am	Your Stagecraft - Your performance as a marketing tool	Coach Freeman Daniels