COLLEGE DE PARIS

AAMD
Académie d'Art de Musique et de Danse Paris

Académie d'Art, de Musique et de Danse Paris

Equipping Classical Musicians for the Modern World with Business Administration in Music

A Revolutionary Path for Musician's Artistic Survival: Why Business Skills Are Essential

ESTA Conference 2025

Introduction

Classical music is rooted in deep tradition and artistic excellence. Yet many young musicians graduate with remarkable skill but no tools for sustainable careers. This lecture is not about replacing artistry with commerce, but about integrating essential business understanding to protect and advance a musician's career.

The Crisis Facing Classical Musicians

We learn how to practice in our music studies, achieving the desired artistry. Many music students' dream is to land a unionized, stable orchestral job that pays well.

What about the rest of the musician who wants to create their own music business and entrepreneurship? How are they getting the skills to land their first gig? How do they know how to market themselves? How to record their financial accounting record and stay profitable?

Streaming revenue is minimal, concert halls face declining attendance, and public funding is increasingly limited. Many classical musicians rely on multiple teaching jobs or freelance gigs, often without training in how to manage such a career strategically.

Are there MUSICIAN PROPREIETORY SECRETS that nobody in the industry is willing to share?

Why Classical Educators Should Embrace Business Training

Business training empowers musicians to:
- Develop funding proposals and manage grants
- Finding Gig, branding your own name with strategic plans
- Build personal brands that align with their artistic voice
- Understand contracts, negotiate fees, and protect rights, financial management, investment of yourself being your own "brand"

Historical and Modern Case Studies

• J.S. Bach served as a savvy entrepreneur, managing church politics and funding his own performances.
• Yo-Yo Ma founded the Silk Road Ensemble, blending cultural advocacy with smart funding models.
• Hilary Hahn uses social media strategically to grow a loyal global audience.
• Kronos Quartet founded a nonprofit to support commissions and sustain operations.

How Educators Can Respond

- Introduce business basics into conservatory curricula
- Invite guest speakers with real-world classical business experience to conservatoire to start the conversation, stimulate students to think beyond the music elements of the training, but applying real life problem facing by musician as an entrepreneur.

- Offer workshops on marketing, digital marketing on branding, financial management skills and self-management
- Collaborate with institutions like Collège de Paris AAMDA for structured programs

Conclusion

This is not a departure from the artistic mission—it's an expansion of it applying practical skills to achieve a desired career in Music.

We are not training less artistic musicians, but more empowered ones. Let us prepare classical musicians not just to play beautifully, but to build sustainable, impactful careers in a changing world.