



# MA Music Industry Professional Management Interview Guidelines September 2022 Entry

Congratulations on getting through to the interview stage.

As we envisage that COVID-19 restrictions will continue to be eased, we will be providing some in-person interview dates at LIPA.

For those that are based overseas or live at a distance in the UK, we will also be providing some online interview dates. For the online events we will use Microsoft Teams to enable us to replicate the “in person” events as closely as possible.

The new MA in Music Industry Professional Management offers an excellent opportunity for you to engage in a comprehensive study of the popular music industry, while concentrating on the music industries contemporary management practices, its leaders and entrepreneurs. The course has been designed with our founding principles in mind, to provide you with a world leading education that equips you for a career in the creative industries.

The interview for this course is a two-way process, aiming to offer you the opportunity to discover if our course is right for you, while we try to determine whether you have the experience and qualities to benefit from what we have to offer. We hope you enjoy your time with us. We will endeavour to ensure that the whole process is as positive and relaxed as possible. If at any time during the interview you want clarification on a point or other information, please ask.

## **Before the interview**

Our course blends practice-based research and academic study, that explores distinct professional approaches whilst developing your own area of interest. To help us understand where your interests and ambitions lie, please write a minimum 500-word synopsis describing the contemporary music industry topic you wish to research and why you think it is important. Please save your synopsis as a pdf document and upload it to your applicant portal **at least five working days** before

your interview, using your personal log in details provided to you previously. We will base some of our interview questions around your synopsis.

## Interview programme

You will be allocated a place on one interview event, starting at either 8.45 (A) or 13.45 (B)

Times are GMT or BST as appropriate. Each event will follow the same structure. People attending in person will be able to go on an optional building tour with a LIPA graduate, which could be prior to your interview or after your interview depending on the scheduling.

<b>Activity</b>	<b>Start time A 8.45</b>	<b>Start time B 13.45</b>
Registration	8.45 – 9.00	13.45 – 14.00
Presentation about our course with Q and A	9.00 – 10:00	14.00 – 15:00
Individual 30-minute interviews	10:00 – 13:00	15:00- 17:15

### Registration

If the interview is online, we will send you a link, so you can join the interview event. If the interview is in person, you should come to LIPA's entrance accessed off Pilgrim Street so we can register you for the event, alongside the other candidates.

### Course talk

Keith Mullin, Head of the course, will provide an overview of the course, describing what we do and how we do it and what life as a Masters student here will be like.

### Your interview

You will be allocated a 30-minute interview with a panel of two staff. To begin with we'd like you to provide us with a 5-minute presentation/talk that covers:

- Examples of relevant project work you have conducted to date
- Your music business management experience
- What excites you about the music industry
- Why you want to complete the MA
- What you expect from the course

After your presentation, we will ask you questions about your presentation/talk and will discuss your synopsis. We may ask you further questions to help you and us to assess your suitability for our Masters programme. If you are attending an in person interview and wish to show us a PowerPoint presentation, please bring this

on a usb stick. Sanitiser wipes for equipment will be available. In case there are technical difficulties on the day, we'd recommend bringing a hard copy of your slides as a back-up. As it is a brief presentation, you do not need to use any equipment, if you prefer.

## **Tips for taking part in the interview**

- Make sure you ask us anything you want to know about what it's like to study here
- Make sure you've read these guidelines thoroughly and don't leave anything to the last minute – this should help you feel much calmer on the day

## **Online interview guidance**

- You will need a good internet connection and access to Microsoft Teams, which is the video conferencing platform we will be using
- Your device will need to have a screen, microphone and a webcam. If you have any concerns about your equipment for taking part in the online interview, please contact [admissions@lipa.ac.uk](mailto:admissions@lipa.ac.uk)
- On the day, please ensure you are in a quiet room, where you will not be disturbed during the interview event
- Please ensure you are in a well-lit space so you can be clearly seen and heard during the interview event
- Test your camera and microphone before the virtual interview and clean the camera lens.
- Make sure your device is fully charged and/or is plugged into a power source
- Make sure you have positioned your camera so we can see your head, shoulders and torso

## **When will you hear from us after the interview?**

Decisions are usually made within ten working days of the interview. However, some decisions may not be made until all candidates have been seen. Candidates will be contacted directly by the Admissions Team.

Unfortunately, due to the high volume of applications we receive, if you are not successful, we are unable to offer feedback.

## **Any questions?**

If you have any questions or concerns about any aspect of the interview please email [admissions@lipa.ac.uk](mailto:admissions@lipa.ac.uk).

## **Do you have an access need related to a disability that may require specialist arrangements?**

If you think you will require any type of support for your audition, please contact our Student Disability Officer, at [student.support@lipa.ac.uk](mailto:student.support@lipa.ac.uk)

We wish you the best of luck and look forward to meeting you at your interview