

ACM the academy
of contemporary
music



Why **ACM** Guildford

Book your audition or interview today!



Foreword

Dear Prospective Student,

My name is Kainne. As ACM's Executive Chairman and owner, I'm here to promise that whichever one of our campuses you choose to study at, we're a totally unique institution, providing a real-time and immersive industry-based education that is compiled and delivered by a collaborative community of artists, creative industries professionals, researchers, and learning support specialists. You won't find this mix in any other educational establishment.

My background is technological, creative, and entrepreneurial. My passions are education and the arts. I'm also the owner of Metropolis, Europe's largest recording complex, and am thus now able to bring together two of the world's leading music institutions in the shape of ACM and Metropolis, for the benefit of our students and the fast-growing creative sector. This sector is responsible for more than one in nine new jobs created in this country, and contributes more than £100 billion to our economy.

In another part of my life, I invented the world's first black box recorders for signalling within transportation systems – so I now have a very unique view on the world, as I am not only a creative, but also an engineer. I have seen so many jobs disappear in my time and seen so many new ones being created – and this is the point I want to make to you all. While you are studying in a fast-changing world where technology is fundamentally changing what our future is going to look like, you will see jobs that you may be aiming for now disappear by the time you qualify and graduate. And equally, while you are studying, you will see new kinds of jobs being created and maybe even whole new industries emerge that you didn't previously know about, creating new opportunities for the future.

It is my fervent belief that unless education, at the very least, keeps pace with, if not one step ahead of, the speed of development of the world and of industry, then it is bound to fall behind and become irrelevant. And it is my experience that a lot of institutions and mainstream universities find themselves in that very position, simply because of the way they are configured, thus not being able to read the direction of travel within industry, unable to connect with it or influence it.

ACM, on the other hand, is geared for change. We are really proud to have a unique composition of industry professionals, occupying highly influential positions in both the outside world and ACM, that are intrinsically linked into the development of our curriculum and assessments, and therefore into your journey, as one of our students. The point I am making is that by the time you come to the end of your journey with ACM, you will already be on solid ground with first-hand experience within the industry. You will have the most rounded and immersive view of what is going on, and you will know exactly where and how you can apply your creative talent, knowledge, and skills to add value.

Over 25 years, I have interviewed more than 3,000 people and employed more than 1,000. And during that time, I have never once read one résumé. I have only ever relied on my intuition, my gut instinct, and my ability to look at the person before me and watch them connect with what it is that drives them, what makes them passionate, and where their embodied learning is coming from. You cannot read this from a piece of paper; you can only witness it by sitting opposite somebody and listening to how they connect with your vision and values, and what it is they have learned to add value to your organisation. My promise to you is that ACM understands this, above and beyond anybody else, and understands how to equip you with the skills necessary – from communication and problem-solving to resilience and collaboration – to be able to negotiate and navigate through our beautiful, but sometimes brutal, creative industries.

We put together the most unique and compelling workshops in which different roles and specialisms connect to collaborate at a level that no-one else can achieve. We include creatives and executives of international acclaim from all corners of industry, from music to brands to fashion to film to gaming to publishing. If you can just picture for a second what it takes to lift and launch a brand: it takes so many aspects of the creative arts industry. My pledge to you is that we will bring all of these elements together to give you the best possible insight into the creative industries, a multi-layered contact network of professional peers to equip you for your own personal journey into the creative industries, and to prepare you for the world of work.

I could not be more proud of what ACM has been able to achieve over the past four years. We have grown from 800 students to more than 2,000 across three locations – which by 2020, I am proud to say, will be four, with even more international connections. My careful management of our growth means that we're still small enough to care, but big enough to make a difference. Come along and see this for yourself at an Open Day soon. We are equally proud to have **Metropolis** within our group, which is simply the most incredible artist development hub, connected to every continent and every major player in industry, from labels to managers to A&R execs, as well as independent artists across all genres of music. From inspiration to activation, our Grammy Award-winning engineers help Metropolis power much of the music industry, as well as wider creative industries including Television and Brands. It's already a critical part of our organisation, and could soon become a critical part of your learning journey at ACM.



Your journey to **your** career in the creative industries starts right here, and I am looking forward to meeting you.

Kainne

Kainne Clements
Executive Chairman, ACM



Ace on ACM Guildford

The buzz and all-round creativity of the Guildford campus is a fantastic environment for a music creative to be surrounded by every day, as well as a professional musician such as myself!

For nearly 25 years I've been a part of ACM here, starting off delivering masterclasses as I clocked up over six million LP sales with **Skunk Anansie** (who now also celebrate our 25th anniversary), to now being the Director of Creative Industry Development for ACM.

Creating a sustainable career in the music industry has always been my objective. A good portfolio and transferable skills are key to this. Understanding the business you are in and how to navigate it to derive a working income is an essential part of it too, as well as future-proofing yourself to survive the constant change in demand and new opportunities ahead in the industry.

My motto has always been: If someone else can do it, YOU can do it!

Kind regards,

Ace

Martin 'Ace' Kent

Director of Creative Industries
Development





Message from Ellie Fitzgerald

I have spent the last 15 years in the music and entertainment industries, starting my career in brand management before developing music brands for Universal Music. The core of my career has involved managing high-profile talent across both music and entertainment, representing artists such as **X Factor** winner **Alexandra Burke**, **Kimberly Wyatt** of **The Pussycat Dolls**, and **Dionne Bromfield**, to name but a few.

Part of my remit at ACM is to head up our student-run record label, **Metropolis Blue**, which was created to support all students who want to release music. Metropolis Blue is run entirely by the students, for the students, across all pathways, and is split into divisions and roles to reflect the workings of a real working label. We are partnered with a major label to offer a variety of release platforms, and have the full support of our sister company **Metropolis**, which helps develop artists and provides Grammy Award-winning mixing and mastering services. As a result, Metropolis Blue is a truly fantastic incubator for both creative and business talent.

I also develop and program masterclasses across all ACM sites with relevant key industry personnel, and then work with students to maximise this content by developing platforms such as our podcast range, which is an integral part of our learning structure. I thrive largely on creating and implementing strategies, so my position as ACM's Brand Manager allows me to work on a variety of projects, while working closely with students to achieve their individual aspirations and connect them to industry opportunities.

I look forward to working with you at ACM Guildford, soon.

Ellie Fitzgerald
Brand Manager





MUSIC ACADEMY

ACADEMY OF CONTEMPORARY MUSIC

AUM

THE RODBORO BUILDINGS

Welcome to ACM Guildford

ACM Guildford is our longest-standing and most established campus, home to over 1,700 full-time students who study within seven stylish town-centre buildings. Guildford, which is renowned for its huge selection of shops, restaurants, and sports facilities, also has a **vibrant nightlife scene** catering to the town's **large student community**, thanks to the other educational institutions that call it home – including **The University of Surrey**, the **Italia Conti Dance Academy**, and **The University of Law**.

Guildford is also bustling with **dedicated music venues** of all sizes, from **The Boilerroom** (a 275-capacity live event space) to **G Live**, a 1,700-capacity venue which recently hosted live performances by ACM students during our 2018 graduation event, and **our very own Electric Theatre** – a 210-capacity seated theatre, where ACM students get to learn and perform every week. **It's hard to find a venue in Guildford that isn't connected to ACM in some way.**

Read on to find out more about what makes ACM Guildford unique. The difference is not just in **what** we do, but also **how** we do it – and every ACM experience ties into our signature “**learning by doing**” ethos. We turn **award-winning courses into careers** here at ACM, and look forward to guiding you through a truly **world-class educational experience**.

All the best,

Sue, Alice, Anna,
Jo, Zoe

and the rest of the team at
ACM Guildford





You'll learn from a team of world class tutors.

At ACM Guildford, you'll be taught by **the very best music industry professionals** who are already out there, living the dream you have right now, **earning a living by doing something they love.**

Our tutors are constantly connected to the creative industry that you want to work in. They **create new sounds**, design **brand new ways of working**, and **push creative boundaries.** Each and every day, they bring **the most up to date knowledge and rarest of opportunities** from the outside world back into our classrooms, **only for ACM students.**

ACM Guildford tutors are **dual-professionals** with expertise in their respective sector of industry as well as education. **Your** music industry aspirations are **their** life-long careers. **What better role models could we offer?**



Adam Pain
(Cross-Discipline)
Adam is a senior lecturer at ACM, and has built an **extensive body of live and studio experience.** Adam's career credits include

production and mix engineering for **Guitar Techniques, Total Guitar, and Computer Music** magazines, as well as **Eva Katzler, Toby Jepson, and The Nat Martin Band;** media composition for **TV, radio, and online platforms;** and music video production work for a variety of artists, including **Myke Gray, Toseland, and Skunk Anansie.** He was also a key presenter for **The Musician's Channel (Sky TV).**



Tim Hawes
(Creative Artist Route)
Tim Hawes is a songwriter and record producer who has achieved **over 10 million record sales** including **No.**

1 singles. As an **Ivor Novello winner,** Tim has really proven himself in the world of songwriting, and now helps ACM students do the same. Tim has worked with **The Spice Girls, Five, Hearsay, S Club 7, Sugababes, Monrose, No Angels, Aaron Carter, Aggro Santos, Jimmy Blue, Stephanie Heinzmann, TVX0, Tata Young, Girls' Generation, Kis-My-Ft2, Boys24,** and a long list of others.



Kieron Pepper

(Artist Development and Creative Output (ADCO))

Kieron is a self-taught multi-instrumentalist who, having played drums for **The Prodigy**

for ten years (1997-2007), is now a member of the legendary **Radiophonic Workshop** (the original **pioneers of electronic music for radio and TV**), and plays bass guitar for Britpop favourites, **Sleeper**. In his spare time between touring, writing, and recording, he mentors and produces upcoming bands and artists.

Uriah Heep, The Damned, Simply Red, Go West, Boy George, Billy Ocean, Rick Astley, and Maxi Priest.

In 1987, John discovered and managed young singer-songwriter **Beverley Craven**, and **within a year**, Craven secured **recording and publishing contracts** with **Sony** and **EMI Music**, **selling over two million copies of her debut album**. John worked extensively in **London, New York, Munich, Tokyo, Paris** and the **West Indies**, and has also undertaken **live concerts and television events in Europe, Japan, and China** – including the 1999 broadcast and recording of the **Beijing Symphony Orchestra** and **State Opera** in the Chinese capital's famous **Tiananmen Square**.

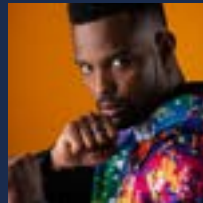


Mike McNally

(Music Business)

Mike McNally moved into the music industry through a career in media, working for **The Observer, Virgin Radio**, and music

titles **NME** and **Melody Maker**. After joining **EMI Music**, he spent ten years in senior A&R, Strategy, and Marketing & Promotions roles across a range of **EMI** labels before joining the innovative management company **Nettwerk** as UK SVP, working with international artists and their management teams. His consultancy, **McNally Consulting**, delivers seminars, workshops, and consultations on strategy, branding, and development to **international trade bodies, national music export companies, labels, and artists**.



ShaoDow

(Production)

ShaoDow (Shaa-ow-dough) is a professional rapper and manga author, noted for his unique appearance on **Radio**

1's famous **'Fire in the Booth'**. He **self-released three albums**, which **sold more than 25,000 copies**; created a **headphone brand**; and **published a book** – all through his own company, **DiY Gang Entertainment**. He was recently **invited into Parliament** to speak on behalf of grassroots music venues across the country. In 2017, ShaoDow received the **AIM Award for Hardest Working Artist**. He has opened for the likes of **Wiley, Ghetts, Stormzy, Skepta** and more, while his **live shows** have taken him **across the UK, Europe, and Asia**.



John Gallen

(Production)

John has spent **over 35 years in many areas of the music industry**, from **sound engineering to production,**

composition, and sales. He has worked with **major recording artists in leading studios worldwide**, including **Queen, Motörhead,**



Eddy Thrower

(Drums)

Eddy is the drummer of UK rock band **Lower Than Atlantis**, and became one of the UK's busiest session players after

developing his own idiosyncratic approach to playing rock music. He has performed, toured, and recorded with a list of high-profile

rock and pop bands, including **One Direction, 5 Seconds of Summer, Blink 182, Linkin Park** and **A Day to Remember**, and played at countless festivals including **Reading and Leeds, Download, Rock am Ring, Slam Dunk** and **Radio 1's Big Weekend**. He was also voted the third-best rock drummer in **Rhythm Magazine's** 2017 polls.



Dave Cronen (Music Business)

Since 1984, Dave has worked in various areas of the music industry including retail (**Virgin Records**),

distribution (**Rough Trade**), and record labels (**MasterCuts, Grand Royal**). Dave set up **Trust Management** in 2003, and has since worked with **Johnny Marr, Ash, We Are Scientists**, and many others.



Paul Geary (Bass) Since he was voted 'Best New Musician' by the **British Music Association** in 1993, Paul has established himself as **one of the UK's foremost**

studio bassists and **most active session musicians**. Paul tours across the UK and Europe, and has worked with **George Michael, Lisa Stansfield, Gabrielle, Simply Red, Chris Rea, Nik Kershaw, Donny and Marie Osmond, The Lighthouse Family, Liberty X, A1, Chris Norman, Geri Halliwell, Dane Bowers, Sophie Ellis-Bextor, Clarksville, Enrique Iglesias, Phix, Dside, Blazin' Squad, Midge Ure, Odyssey, Jason Donovan, Toyah, Altered Images, T'Pau, 5Star, Rachel Stevens, Mary J. Blige, Westlife, Paul Young, The Dire Straits Experience, Rose Royce, George McCrae, Boney M., Eban Brown (The Stylistics), Tavares, and Sister Sledge**. Paul also contributes to **Bass Guitar Magazine**, and was even **featured on its cover** in 2017.



Damien Nolan (Guitar)

Damien has a wealth of experience as a session guitarist, performing for nearly two decades with bands and artists such as **Pete Townshend,**

Sting, Katie Melua, VV Brown, Skunk Anansie, Jacob Banks, Lianne La Havas, Matrix & Futurebound and **Sandy Rivera**.

Damien has performed at many notable venues and events including **Wembley Stadium, Royal Albert Hall, Radio 1's Live Lounge, The X Factor Finals UK, The Houses of Parliament** and **Glastonbury Festival**.

Damien now composes and produces for various media platforms, and also runs an online guitar session business and an events company.



Raf McDonnell (Music Business)

As a marketing expert, Raf has worked with major brands (**Coca-Cola, Pepsi, Walkers Crisps**), celebrity musicians (including

Kylie Minogue, Robbie Williams, One Direction, Ariana Grande), and major creative industry businesses from **EMI** to **Creative Artists Agency (CAA)** and **Amazon Tickets**.

He now runs his own talent agency, **Talent & Brands**, representing **celebrity talent** for commercial brand opportunities, and helping brands find suitable celebrity talent for their campaigns.



Jamie West-Oram

(Creative Artist Route)

After moving to London in 1977, Jamie toured and recorded with **Roy Hill, Philip Rambow**, and **Robin Scott** before helping

to form **The Fixx** in 1980. More than three decades after they formed, **The Fixx** are still regularly writing, recording, and touring the

world. Jamie has also worked extensively as a session musician, collaborating with artists including **Brian Eno**, **Laurie Anderson**, **Tina Turner**, **David Bowie**, **Kirsty MacColl**, **Cyndi Lauper**, **Stevie Nicks**, and **Depeche Mode**.



Ellie Fitzgerald
(Music Business)

Ellie has worked in the music and entertainment industry for over 15 years, specialising in talent management

and brand activation. At **Universal Music**, Ellie built brand relationships for artists such as **Craig David**, **Tich**, and **Westfunk** – and since opening her own boutique agency, her client base has included **X Factor** winner **Alexandra Burke**, **JLS** star **JB Gill**, and **Kimberly Wyatt** of **The Pussycat Dolls**.



Matt Russell

(Technical Services)
After graduating with a BEng (Hons) degree in Acoustics, Matt started his career as a sound engineer before joining **Sensible Music**

as a technical supervisor. He spent a year at **The Depot Studios** in London at the height of **Britpop**, helping artists like **Blur**, **Pulp**, **Oasis**, **Elastica** and **Supergrass**. He has also worked alongside **Queen**, **Metallica**, **Take That**, **Lukas Graham**, **Bastille**, **Muse**, **Brantley Gilbert**, **Kate Bush**, **Coldplay**, **Robert Plant**, **The Spice Girls** and **Massive Attack**. Another stint at **Cato Music** saw him playing, writing, and producing for **I Am 7** and **New English Music Foundation**.



Tanya Lacey (Creative Artist Route)

Tanya Lacey's songwriting and performing career spans over 10 years. She first signed to **Sony RCA** in 2009 as

an artist, later creating her own **independent record label**. Tanya has written for and collaborated with artists across the world – including **Will.i.am**, **Rihanna**, and **Jennifer Lopez** – and also toured with **Bruno Mars**. In 2017, she was featured on **The Voice**. Tanya currently has an active working relationship with **Girls I Rate** as a writing tutor, and works with **Bristol Plays Music** as a mentor to artists. She has also recently been appointed as a director on the board of trustees for **The Colston Hall**.



Sandy Beales (Bass)

Sandy specialises in electric, upright, and synth bass, and **toured around the world** with **One Direction** from 2011-2015 while **performing at many**

of the world's biggest stadiums and arenas – including **Madison Square Garden** and **Wembley Stadium**. Sandy collaborated with **Wheatus** on a single release in the summer of 2014, and has also been working with talented UK artist **JP Cooper** since 2017.



Rachel H (Music Business)

Rachel's career spans **over 25 years in the music industry**, and she has **won major awards** for her work. She started in the

music industry by **managing recording studios and record producers**, then used her PR and marketing skills to establish **Main Source Promotions** – a company specialising in **radio plugging** and **promoting drum'n'bass and hip-hop labels**. Rachel has worked with various artists and labels including **Roni Size**, **Andy C (RAM Records)**, **Hospital Records**, **General Levy**, and **Skitz**, and produced **UK Garage Dreem Teem** and **Fabio & Grooverider's "One In The Jungle"** series for **Radio One**, before helping to set up **BBC Radio 1Xtra**.



You'll study in a state-of-the-art environment.

At ACM, you can look forward to an immersive, award-winning education that matches **the highest quality of teaching** with **unparalleled student experiences**. ACM Guildford's **exceptional facilities** are housed in no fewer than **seven buildings**, all situated near to each other – and our main teaching facility in **The Rodboro Buildings** alone contains over twenty teaching, recording, and rehearsal studios, including the following rooms:

- Marshall Performance Studio
- Steve Vai Ibanez Guitar Studio
- Chad Smith Drum Studio
- Fender Guitar Studio
- Tama Drum Studio
- Shure Vocal Performance Room
- Ernie Ball Music Man Bass Studio
- Roland Keyboard Room
- Pioneer DJ Room
- SSL Duality Recording Studio
- PRS Foundation Recording Studio
- Audient Recording Studio
- Studio Teaching Control Room
- Two studio live rooms
- Three pre-/post-production studios
- Three tutorial rooms
- Two dedicated practice rooms

Elsewhere on our Guildford campus, you can also find a second **Audient recording studio** (with its own live room and vocal booth); **multiple lecture theatres, practice spaces, and MIT suites**; a **Learning Resource Centre and library**; and our **Student Union building**, which contains its own practice and performance area. The campus also includes **The Electric Theatre**, a 210-capacity auditorium kitted out with an **HK sound system**, staging, drum risers, tiered seating, and a range of **state-of-the-art equipment** provided by brands like **Marshall, Fender, Cornford, Aguilar, Yamaha, and Korg**. We constantly upgrade the equipment and software available for students to use across every ACM campus and building, thus keeping up to date with the latest versions and trends.

Students can book all of our facilities for their own needs via our special **myACM** app – and we also manage the availability and opening times of the campus in accordance with student demand, so that **our facilities are there for students whenever inspiration strikes**.



Want to be a producer?

The modern-day music producer wears many hats in this rapidly evolving music industry. From working with live bands and coaching the artist and musicians in the studio environment through to designing your own sounds for an electronic piece, a producer's role is ever-changing.

Our all-new Production pathway aims to equip students with a diverse set of skills necessary for the successful completion of a professionally produced piece of music. Successful graduates will feel as comfortable working in traditional studio environments as they will utilising the latest digital audio technology to push the boundaries of modern music production within their genre or specialist interest.

In terms of core competencies, all students graduating on the production pathway will be able to independently project manage, compose, arrange, produce, and mix a piece of music from inception through to the final mastered track.

You will be involved in cross-pathway collaboration sessions with top-quality songwriters, top-line writers, vocalists, session musicians, and music business students to mirror music industry experience.

Through ACM's unique links to the industry, you will have access to masterclasses from not only famous artists, but professionals who specialize in the areas surrounding production. Your tutors also work on their own projects, to ensure that we deliver the most up-to-date and relevant content for the modern producer in today's ever-changing industry.

Students will also be introduced to a diverse range of areas in which they could employ their core competencies, such as composing for film and media, 3D sound, and adaptive audio in games.



You'll connect directly to industry through our unique partnership with Metropolis Studios.

Celebrating a glorious 25 years in music, the legendary **Metropolis Studios** (situated in Chiswick, London) **opens its doors to ACM students on an access all areas basis**. This unique partnership allows ACM to offer **experiences that can't be found anywhere else**, thanks to music industry entrepreneur **Kainne Clements**, the owner and chairman of both ACM and Metropolis Studios.

Metropolis is Europe's largest independently owned recording and creative complex. It also boasts a long and legendary list of clients, including **The Black Eyed Peas, Clean Bandit, Bon Jovi, Elton John, Ed Sheeran, Madonna, Kylie Minogue, Amy Winehouse, The Rolling Stones, Usher, Adele, The Clash, Jimmy Page, Rihanna, Queen, and Michael Jackson**, to name but a few.

There are only two ways into Metropolis – as an established music industry professional, or as an industry professional in the making with ACM. ACM students get to record (free of charge) at Metropolis during downtime, attend exclusive industry events and masterclasses, and perform at the studio's legendary **Mercury Bar**. We also recently launched **Metropolis Blue** – a **brand new record label run in an original and authentic way, for students, by students**, with added layers of **mentoring and stewardship** provided by an **incredible team of industry experts**.

You don't have to wait until you're at ACM to find out what life at Metropolis is all about. Come to one of our ACM@Metropolis VIP Evenings. More info is available at www.acm.ac.uk/metropolisvip





You'll personalise your studies.

ACM's **award-winning syllabus** offers the choice of **many study disciplines**. Whichever one you choose, ACM will help you develop creatively, technically, and academically, with **high-quality industry and commercial knowledge**. Subject matter includes:

Further Education (UAL Level 2) Diploma:

- Music Performance and Production

Further Education (UAL Level 3) Extended Diploma:

- Music Performance (Guitar, Bass, Drums, Keys, Vocals)
- Music Production
- Songwriting

BA (Hons) Music Industry Practice, 2 Year Accelerated Degree:

- Musician Route (Guitar, Bass, Drums, Keys, Vocals)
- Creative Artist Route (Songwriting/Artistry)
- Producer Route (Contemporary Music Production, Electronic Music Production, Audio Engineering, Creative Sound Design)
- Technical Services Route
- Music Business & Innovation Route

For those learners arriving at ACM with non-traditional qualifications, we also offer a 3-year study route to achieving a degree qualification, including an integrated foundation year.





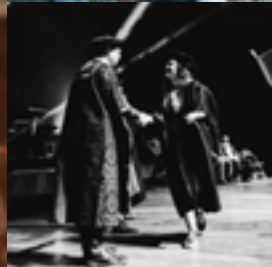


You can sign up for masterclasses with industry legends.

Few educational experiences are more rewarding than being able to **interact with experts and industry celebrities**, and **talk to them face to face**. During ACM masterclasses, our students get to do just that. Here are just a few of the icons and luminaries we've welcomed through our doors:

- Chad Smith (Drums, Red Hot Chili Peppers)
- Dave Ellefson (Bass, Megadeth)
- Guthrie Govan (Guitar, The Aristocrats, Steven Wilson, Hans Zimmer)
- Skin (Vocals, Skunk Anansie)
- Roger Taylor (Drums, Queen)
- Chris Sheldon (Producer, Foo Fighters, Biffy Clyro, Feeder)
- Steve Vai (Guitar, Frank Zappa, David Lee Roth, Whitesnake)
- Eddie Kramer (Producer, Jimi Hendrix, Led Zeppelin, Kiss, The Rolling Stones)
- Phil Birch (Raw Power Management)
- Paul Turner, Rob Harris (Jamiroquai)
- Phil Alexander (Kerrang!, Bauer Media)
- Bumblefoot (Guitar, Guns N' Roses)
- Annie Lennox (Vocals, Eurythmics)
- Cory Wong (Guitar, Vulfpeck)
- Dan Weller, James Leach, Dan Foord (SikTh)
- Kieron Robertson (Guitar, Operation Mindcrime)
- George Clinton (Bass/Vocals, Parliament-Funkadelic)
- Funeral For A Friend
- Beanie (Drums, Rudimental)
- Frank Turner (Songwriter, Solo Artist)

Which living icons would you most like to learn from? Get in touch and let us know!



We'll turn your course into a career, and support you along the way.

We believe that the best way to support you in navigating your career within the global creative industries is to build your capacity through three key components of our programmes: your personal and professional development (including your mental and physical wellbeing); your creative ideas, skills, and problem-solving aptitude; and your ability to learn through practice and collaboration. So, ACM makes a three-way commitment to your **academic, professional, and personal development** when you study here at ACM Guildford.

That is why all our academic programmes also nurture your personal and professional development. Our award-winning **Student Services** team will help you with everything from a day-to-day mishap to managing performance anxiety, or support you to cope with a personal crisis when one of life's many challenges arrive. We're also big fans of **Mindfulness**, so you'll be able to study the connection of body and mind in order to **unlock the mental, physical, and creative potential you never even knew you had.**

We are a diverse and creative community, and we notice what's happening every day in our learning, social, and professional spaces. Whilst most institutions pick up issues through a series of scheduled student forums and meetings, we actively **listen and quickly respond** to your concerns expressed on a weekly basis and enable you to shape your individual student journey, and this also enhances collective student experience. So whether you go to the student hub, send an email, or let a tutor know your concern, **we will engage with your concern and take steps to support you and respond to the situation.**

We've also **dedicated an entire department to helping you take your first steps into industry.** ACM's **Industry Link** team, who will **support your professional development** along the way, is headed up by Martin 'Ace' Kent (of **Skunk Anansie** fame). Through regular **networking events, work placements, and performance and audition opportunities**, you'll be able to **showcase** your knowledge and talent to **music industry executives** (from **labels, publishers, management companies** and more) and gain **first-hand feedback** from those in the know.

ACM's Artist Development and Creative Output (ADCO) team, run by former **Prodigy** drummer **Kieron Pepper**, works in partnership with **Industry Link** in order to give ACM students the **tools and advice** they need to thrive in the creative industries. Together, **Industry Link** and **ADCO** have been embedded into the ACM curriculum. Your professional development is our headline focus.





We're involved in a host of gigs and unique events across the Guildford music scene.

We pride ourselves on **connecting ACM students to the music industry** at every opportunity, and work with a **range of music venues and events** in order to achieve this goal. From gigs at **The Boileroom, The Star, The Player's Lounge** and **The Holroyd Arms** to ACM's own **Summer Live** and **Winter Live** festivals (held at **The Electric Theatre**); student DJ takeovers at nightclubs like **33hz** and **Casino**; genre-specific showcases; and other on-campus events, such as **label and management auditions** and **Audio Production Event (APE) masterclass days**, we have it all covered. We also mark special occasions such as **Fresher's Week** with **gig and club nights** (last year's event saw **Boston Manor** perform at **Casino**), and set up a collection of panels addressing **key discussions on women in the music industry** for **International Women's Day**, as well as including **performances by amazing female ACM acts** such as **Chinchilla**.

Thanks to our dedicated **Industry Link** team, ACM Guildford is **directly connected to the local, national, and international music industries**, enabling us to extend our reach to festivals like **The Great Escape (Brighton)**, **Fat Tuesday (Hastings)**, **Victorious Festival (Portsmouth)** and **Boomtown Fair**, as well as more local events like **Surrey Youth Superstar** and **Lowdefest**. ACM Guildford students have the opportunity to perform and volunteer to work at our events, which can stretch as far afield as South by Southwest (**SXSW**) in **Austin, Texas** – and our **Industry Link** and **Artist Development and Creative Output (ADCO)** teams work tirelessly to source additional career opportunities at live events across the music industry.

ACM also has an active presence at **BBC Introducing Live**, a new music industry conference event at which our tutors and students host **panels, talks, masterclasses** and **Q&A sessions** that address a wide variety of **current music industry issues**. The **ADCO** team are also on hand to provide special **demo review sessions** to musicians seeking **expert feedback and advice** from highly experienced music industry professionals. In addition to the above, our **student bands and artists can perform at BBC Introducing Live** – and with **15,000 people** in attendance over the course of the three-day event, it's the perfect place to **network, meet new contacts and collaborators**, and uncover **golden opportunities** for further career development.





We've partnered with two of Guildford's most iconic music venues, The Boilerroom and The Star.

Since 2006, The Boilerroom has been an irreplaceable part of Guildford's local music scene. Countless bands and artists have made their presences felt within the venue's 275-capacity gig space – including **Ed Sheeran, The Bronx, Foals, Marmozets, Reel Big Fish, Skindred, The 1975, Bastille, First Aid Kit, Wolf Alice, The Sugarhill Gang, and You Me At Six**, to name just a few. The Boilerroom team are committed to bringing together some of the most **diverse and talented artists across all genres of contemporary music**, and ACM is proud to include **Guildford's foremost alternative music venue** within its globe-spanning community.



Our **Industry Link** team works with The Boilerroom on a regular basis, organising **live shows, EP releases, and album launches for ACM bands and artists**, as well as **industry showcases** and more. During the UK's nationwide **Independent Venue Week** – a yearly celebration of grassroots music and the venues that support emerging musicians – The Boilerroom offers **performance spots to several outstanding ACM acts**, giving our students the chance to **expand their live industry experience in an authentic and respected real-world gigging environment**. With a stellar reputation as a **warm and friendly** industry institution, widely recognized as a **breeding ground for top-notch talent**, The Boilerroom is an **ideal stepping stone** for creative musicians determined to reach **the music industry's highest heights**.



Before leaping into The Boilerroom's limelight, countless bands and artists began their careers over at **The Star, Guildford's longest-running live music venue**. The building itself is **more than 400 years old**, and pub-rock legends **The Stranglers performed their first gig there**. Today, many ACM students consider The Star to be their second home, as well as **a great place to discover fresh new music**.



You can get involved with ACM's cross-pathway Songwriting Camps.

The music industry has always been built on a solid foundation of great songs. The song is the fundamental building block of any successful career as a musical artist, and the key to unlocking and developing the multiple income streams associated with the modern 360-degree view of the music industry. While the song unlocks the gates to record sales, airplay, touring, and merchandise and synchronization deals, there is also a collaborative infrastructure underlying each radio hit and sell-out tour that goes way deeper than the surface perception of success.

Songwriters collaborate, co-writing with others, each drawing on their own area of expertise so as to maximise the creative and commercial potential of the song. This often brings together the skill sets of composers, topline writers, and lyricists, all working alongside additional creatives from other important areas of the music industry.

Producers are themselves integral to the collaborative process, both as designers of the sonic canvas upon which each song will be immortalised and as visionaries for creative innovation, as well as working with writers, artists, and musicians to record, edit, produce, and mix the songs.

Musicians also bring their own contributions to the collaboration as both band members and session players for producers, creating, performing, and recording the parts that best represent the overall vision for the song. Many of these musicians will play in a variety of stylistic contexts, so as to help underline the genre-specific characteristics of this vision.

While this complex creative process is taking place, technical services specialists ensure the smooth running of the collaborative process through the timely and efficient provision and setup of studio equipment, from room



layout to mic placement and input chain design and install, as well as critical engineering duties, ensuring the capture of professional-quality recordings. From a business perspective, record company A&R people, music publishers, music supervisors, and artist managers create the briefs for artistic style and direction, set up songwriting and production collaborations, and then select, pitch, and promote these great songs. Meanwhile, music business lawyers design and negotiate the contracts and deals that are needed to represent the interests and rights of the various contributors.

A songwriting camp brings all of these collaborators together under one roof, streamlining the whole process. Working to defined briefs or specific projects, collaborative teams are constructed, drawing from each specific skill set in order to create effective partnerships relative to the project goals. All ACM Songwriting Camp students work under the guidance of

experienced and successful songwriters such as Ivor Novello winner Tim Hawes, former Prodigy drummer Kieron Pepper, Bruno Mars and Will.i.am collaborator Tanya Lacey, charting songwriter Emma-Louise Bucknor, and Tony Briscoe, who has worked with Craig David, Beverley Knight, and Artful Dodger among others. Industry panels and special guests are also a key part of our Songwriting Camps, adding up to a comprehensive and immersive experience.

The practical involvement, knowledge, and insights that students gain from such camps are absolutely invaluable – and just as importantly, ACM's Songwriting Camps can help everyone involved form new friendships and working relationships while expanding their personal portfolios, feeling the warm glow of achievement earned by a job completed to a professional standard, and having fun along the way.



We help the brightest new talent find their way into industry.

With a long list of spectacularly successful alumni (from **Ed Sheeran** to **Newton Faulkner** and **Matt Healy of The 1975**) and thousands of graduates working in industry of whom we are equally proud, it's always exciting to help our students move toward the careers of their dreams. We caught up with up-and-coming ACM artist **BRUCH** to chat about her time at ACM Guildford...

1. Can you tell us about yourself as an artist?

I am BRUCH, a self-produced electronic artist, producing eclectic music with a Nordic twist. My followers say I'm a little bit Björk and a little bit Kate Bush, wrapped into an artistic explosion. I like to create curious, electronic sounds, with multi-layered vocals and ethereal melodies, and also make use of my classical cello training to add an eclectic juxtaposition. So 98% of the sounds you hear in my music are created by myself. It spans the genres of folk, pop, and electronica.

I've had a lot of luck with BBC Introducing in the last year or so, which is amazing. They've played a lot of my tracks on their Saturday night show, and I had the opportunity to perform a Live Lounge and interview for them at their studios a few months ago. I've also been invited to play on the BBC Introducing stage at Winchestival this summer, which is so exciting!

2. What made you choose ACM Guildford?

I'm from the Isle of Wight, and they have a similar college there, but with fewer facilities. I found ACM online, booked to attend an Open Day, and decided then and there I wanted to come here to study. The staff were all so enthused about ACM, and the campus facilities were so great, it really was infectious. Being able to study the Extended Diploma and Degree without changing campuses was also a big plus for me. Having autism, the safety of potentially knowing where I would be for the next four years was very important.



3. What's been the highlight of your studies so far?

There have been so many, but being flown up to perform a midnight show at Spectra Festival in Aberdeen was a huge highlight. One of my tutors offered me the opportunity, and I jumped at the chance! Recording lead vocals for my debut EP, *Autis*, at Metropolis Studios in Studio A, right next to Freddie Mercury's grand piano, was also pretty mind-blowing. The team there were amazing, and the sound quality from the day was absolutely incredible.

4. What's the most useful thing you've learned in your course so far?

The legal side of the degree course is really important. I think this will be invaluable going forward. Learning about releasing and promoting music, and growing your following as an independent artist, is essential.

The most important thing about ACM is the staff. They are all industry professionals who still work in the business. They have so much experience behind them, and it's ongoing. Being able to get one-to-one support from them on any discipline or area of the industry is just amazing.

5. Tell us about your career aspirations for the future?

I just want to keep creating music which is true to me. That is really important. To give life to music that is from my soul. Music with a message.

I want to keep reaching new people around the world, and connecting with them. I've met so many incredible people through social media. And it really does seem like music connects with people on a very special level.

I'll just be honoured if people continue to find my music, follow me, and be a part of what I'm trying to create. If I can make a living out of that, I will be a very happy person.

6. What is your advice to other students looking to apply to ACM Guildford?

Get yourself to an Open Day. Speak to as many tutors, staff, and students as you can. Ask them everything and anything.

If music is something that is within you, and you want to make it your life, it won't be an easy road to travel. Studying a music degree is hard work, and takes commitment – but it is so worth it, if you commit your energy to it. Practice your craft, get as much experience as you can before applying, and then continue during your studies. And enjoy the ride!

Sounding good? You can Access All Areas, right from the get-go!



Media Training – An essential life skill (with prolific **showbiz journalist Gemma Calvert**)

Vlogging – how to succeed with music on YouTube (with YouTuber **Sam Harvey**, who has **2 million subscribers**, and is signed to **Virgin EMI**)

Blockchain, AI and Tech (with **Zac Smith** and **Brendon Poyton**)

Dissertation skills (Key points to get yours into the best shape with **Nathan Richards**)

'Future Proof / Trends – What's happening with Tech?' (with US futurist and **Head of Discovery Channel, Professor Adam Zuckerman**)

Spotlight on bold industry ideas and how to fund them (Double episode special: **Subba Cultcha** and **Songwall**)

Spotlight on intellectual property rights (with **Paulette Long (OBE)** and **Brendan Poyton**)

Jobs in Music (with **Handle Recruitment** and **Creative Artists Agency (CAA)**)

Hospital Records (An indie label story)

Key strategies for your brand on social media (with prolific social media guru **Katie Ray**)

Music Online – Why own when you can rent? (A look at **mycokemusic**, **Napster**, and more with **Raf McDonnell**)

Remember, you don't have to wait until you are a student of ACM to find out what a world-class creative industries education is all about. Our award-winning **Access All Areas Pass** puts ACM at your fingertips **right now**. Together with our mobile and web app, **myACM**, you can access a host of **on-site and on-line content** and learning opportunities. We're continually investing in the pass, and the first batch of passes will be sent out later in January. Here's a selection of **podcasts** you'll find on myACM over the months ahead from **Ellie Fitzgerald**, our **Industry Link podcast guru**.





Why ACM?

ACM is small enough to care and big enough to make a difference.



- **Learning within a creative and collaborative community:**
ACM is a collaborative community of artists, creative industries professionals, researchers, and learning support specialists who collectively produce and deliver a real-time and immersive industry-based education for students.
- **Readiness for a career in the creative industries:**
ACM will equip you with the creative, professional, and academic skills and the personal resilience to negotiate and navigate your career within the creative industries.
- **Individual aspirations and goals:**
ACM will provide opportunities that embrace your aspirations, develop your talents, and extend your capacity for engaging in professional situations.
- **Individual learning journey:**
ACM will support you throughout your learning journey, whether you want advice, information, resources, or you just need extra support in dealing with life's challenges.



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