

## **PLLI BROCHURE FOR BUSINESS OF ENTERTAINMENT**

**Institution:** Pistis Life & Leadership Institute (PLLI)

**School:** School of Enterprise Development (SOED)

**Program:** Enterprise Development Program-(EDP) of PLLI (Pistis Life & Leadership Institute)

**Course:** The Business of Entertainment 1.0.

**Date:** December 5, 2021 (Sunday)

**Time:** 4pm GMT

**Format:** Online

**Venue:** Zoom

**Fee:** FREE & OPEN

### **INTRO: (BACKGROUND, BRIEF, OVERVIEW)**

The Nigerian Entertainment scene has witnessed massive boom in the recent years, and it is at the forefront globally and not just in Africa. With the youthful demographics of the African continent and recent technological advancements, we can't even say we have scratched the surface of what this industry has to offer in terms of contribution to GDP and attraction of FDI, aside other economic, social, and cultural benefits. The entertainment scene is still set to witness massive explosion.

The entertainment industry is unarguably, where talent discovery, development, and management/ deployment stand at the peak. It is now generally accepted that the possession of an innate talent is not enough to reach one's potential, especially in the entertainment industry.

Talented artistes are a dime a dozen and even stars are in categories – Star, Superstar and Legend! Whereas talent opens doors to possibilities, more is required to go through to stardom and succeed in select industries that strategically affects the society.

However, as much as opportunities abound in this industry, it is also plagued with enormous challenges. It is therefore very important for new entrants with talents, and existing players to understand how to leverage technology and the changing consumption pattern and preference of users to overcome challenges and create new paths to success and relevance in today's entertainment world.

With this understanding, this PLLI edition of the Enterprise Development Program-EDP known as the Business of Entertainment – BOE (Cohort-1) is designed as a 1-day (Open enrollment short-course) on understanding the business of entertainment with special focus on the areas of music-movie-comedy.

The program goes beyond just monetizing your talent to practical steps to setting up and managing a business around your talents for profitability and growth of the nation's economy as well.

## **KEY BENEFITS: (WHAT TO EXPECT, LEARNING OBJECTIVES, INTENT, AIM, LEARNING OUTCOMES)**

This program will help you:

1. Understand the Journey of the Nigerian Entertainment Industry- Where we are coming from, where we are and what the future holds.
2. Understand the value chain of the entertainment industry and how to position yourself for relevance within the value chain of the increasingly competitive industry.
3. Identify growth opportunities in the industry and how to take advantage of them.
4. Explore ways technology can be used as an enabler and amplifier in the sector.
5. Understand the science of decision making and how to make strategic and optimal decisions considering the various industry players.
6. Strategically deploying your talent for maximum impact.
7. Expand your personal and professional network.
8. Guide the participants on how to monetize their skills in the marketplace and ways to identify the right audience
9. Understanding overall business operations management in entertainment industry.

## **DISCUSSION TOPICS COVERED (what you will learn, COURSE CONTENT/ OUTLINE, SYLLABUS):**

Through the rich and experienced faculty and group discussions, you will learn about the challenges and what works the entertainment sector. You will also examine the new ways of thinking about the many opportunities in the sector. Topics include:

1. Financing a movie production business in Nigeria and sub-Saharan Africa.
2. Breaking barriers: Creating for a global audience.
3. Leveraging technology in the entertainment industry.
4. Amplifying your creativity: Networking, Financing, and leveraging the power of platforms.
5. Discipline and the creative process.
6. The business side to Talent Discovery-Development-Deployment
7. How to be spotted by music producers
8. Getting your contract right - Avoiding record label "WAHALA" (troubles).
9. Music marketing 101- creating and selling music.
10. Staying relevant: Beyond your first hit!
11. Beyond creating contents: building connections & market for your comedy works
12. Tips and tricks to growing your following.

## **WHO SHOULD ATTEND?**

- Aspiring/ upcoming artists and content creators in the 3-areas of focus (**Movie, Music & Comedy**).
- Talent/ Brand managers, music promoters, investors, bankers, and active players in the entertainment space.
- Film makers, Studio owners, content distributors and marketers.
- Top business developers and marketing executives targeting music companies/ studios, performing arts and related creative companies.
- Media Organizations and personalities.

# Segments, Theme, Invited Panelist & Talking Points for BOE

## **SEGMENT-1: MOVIE PRODUCTION:**

THEME: **Turn on the lights**

PANELIST: Kemi Adetiba (Founder, Kemi Adetiba Visuals – KAV)

TALKING POINTS:

1. Breaking barriers: Creating for a global audience.
2. Amplifying your creativity: Networking, Financing, and leveraging the power of platforms.
3. Getting a role in major movies in Nigeria
4. How to make a blockbuster in Africa affordable.
5. Financing a movie production business in Nigeria and sub-Saharan Africa

## **SEGMENT-2: MUSIC PRODUCTION:**

THEME: **Making the tune last**

PANELIST: Audu Maikori (Founder, Chocolate City Music)

TALKING POINTS:

1. Getting your contract right - Avoiding record label “WAHALA” (troubles).
2. Music marketing 101- creating and selling music.
3. Staying relevant: Beyond your first hit!
4. Discipline and the creative process.
5. How to be spotted by music producers
6. How to get sponsors & engage producers for your musical talents

## **SEGMENT-3: COMEDY PRODUCTION:**

THEME: **Beyond comedy**

PANELIST: PANELIST: Atunyota Akporobomerere (a.k.a. ALI BABA) - CEO Alibaba Hiccupuray

TALKING POINTS:

1. Keeping the Flow, One Joke at a Time (secrets to content consistency)
2. Tips and tricks to growing your following.
3. Beyond writing jokes or acting skits: monetizing comedy business in Nigeria