



REVIEW 5:

Artist Mentorship Program With
Dale Peters & Laurie Brown



REVIEW 5 PROGRAM OVERVIEW:

Review 5 is an artist mentorship program that provides an opportunity for artists to receive feedback on their materials and career guidance and advice from industry experts through one-on-one mentorship meetings.

- **Step One:** Opportunity for Artists to submit for the Review 5 Program through their provincial music industry organization. A list of questions and required assets will be provided by Review 5 mentors.
- **Step Two:** Provincial music organization will review submissions and choose 5 artists to be part of the Review 5 Program.
- **Step Three:** Artist Packages are forwarded to Laurie and Dale via Google Drive (preferred) or Dropbox for assessment. Please provide one link that includes individual artist folders.
- **Step Four:** Laurie and Dale review artist packages and prepare for zoom meetings with artists.
- **Step Five:** Laurie and Dale provide feedback and career guidance via individual zoom meetings with each artist in the program. Meetings are one hour in length and include time for individual artist questions.

ABOUT DALE PETERS (DALE SPEAKING):

There are many contributors that factor into your success in the music business. We're here to share our experience with you on what works, and what doesn't work. We take a 20,000 foot view to define who you are and align that with your goals, your expectations, the reality of what you are able to contribute and, your budget. This informs a strategic plan that is based on content meaningful and true to you, and identifies which of our service areas best fits your plan. **Canadian Radio Promotion:** Our radio partners include CBC, SiriusXM, and Stingray and commercial radio. **Social Media Campaign Development:** An integral part of artist promotional activities, we provide the education, tools and strategies for artists to navigate digital platforms. This includes developing content and stimulating platform (playlisting) growth.

ABOUT LAURIE BROWN (PORCH SWING ENTERTAINMENT):

Laurie Brown is an artist manager and consultant with Porch Swing Entertainment - an artist management and consulting company handling full time overall career management for artist Don Amero and project management for 'Amero Little Christmas', Don's holiday spectacular. Laurie also works directly with Dale Speaking (promotions team) and MDM Recordings (radio team). Laurie was the recipient of the CCMA 'Management Company of the Year' award in 2021 (as part of the MDM Recordings management team) and the 2022 Country Music Alberta 'Industry Person of the Year' award.