

YOUR ELECTRONIC PRESS KIT (EPK)

What is an Electronic Press Kit (EPK)?

An online portfolio, where all marketing and media information can be easily shared and accessed.

WHY DO YOU NEED ONE?

Whether you're trying to book a gig for your band or have just been offered one, lots of information is required to promote the show and to ensure that it runs smoothly. For example, the promoter might want your biography, press shot and social media links or a festival may want videos. In most cases, an EPK is an incredibly useful tool for supplying all of this information in one place, without back and forth emails or large attachments.

HOW TO CREATE AN ELECTRONIC PRESS KIT (EPK)

You can use an array of platforms to create an EPK. Some are free and some need to be purchased. *Here are a few examples:*

- ▶ OnePageLink
- ▶ OneDrive or Google Drive (make sure you have changed the sharing permissions for your EPK folder)
- ▶ Dropbox
- ▶ WordPress, Wix or Squarespace

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WHAT DO YOU *INCLUDE*?

- ▶ Links to your music (Spotify, Soundcloud, YouTube). Prioritise your latest release.
- ▶ Press shots. Make sure that they are high resolution (min. 300dpi) and professional. Include a mix of portrait and landscape images that are downloadable.
- ▶ Website and social media links. Make sure that these are active and updated.
- ▶ Biography. Include both a one liner, short bio (100 words) and long bio (300-500 words). Again, make sure these are downloadable!
- ▶ Media release. Only if relevant.
- ▶ Touring/gig information.
- ▶ Press Quotes and Reviews.
- ▶ Videos. This is SO important these days!
- ▶ Contact Details. Keep this simple, one or two main contacts.

NB: If someone requests one or two specific items, it is best practice to send a direct link to this content rather than the entire EPK for them to search through. This will save time and be very much appreciated!

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If you have any questions or are requiring advice, please get in touch with one of Music SA's Industry Development Coordinators. We provide free phone consultations and would love to hear from you!

Book online at: <http://www.musicSA.com.au>

All the best with creating your EPK, we hope that it opens up many more doors for you. Don't forget to let us know what you're up to - We have a bunch of ways in which we regularly promote local artists such as our weekly gig guide, artist directory and performing opportunities, not to mention our SA only Spotify playlist and YouTube channel. Get in touch so that we know to include you!