



ARTIST DEVELOPMENT PROGRAMME

Develop the voice. Build the artist. Prepare the professional.

A structured, assessment-led 12-month development pathway for emerging and developing artists who want to build stronger technique, performance readiness, professional discipline and sustainable career foundations.

12 MONTHS	CAPE TOWN
LIMITED INTAKE	ASSESSMENT-LED

Real artists.
Stronger futures.
Built together.

A public programme of The Handler Music Management (THMM).





THE PROGRAMME

Development before promotion.

THMM develops the artist before marketing the artist. The programme is designed to identify what an artist needs now, build those skills in the right sequence, and only move into professional packaging or market-facing activity when the artist is genuinely ready.



THE PATHWAY

**Discover → Develop →
Perform → Package →
Market → Progress**

Every participant begins with an assessment and a written development recommendation. Progress is based on evidence and readiness - not simply on time spent or fees paid.

WHO THE ADP SERVES

E	D	I	P
Emerging artist Talent is present, but professional experience, vocal consistency or live confidence is still developing.	Developing artist Some performance experience exists, but structured vocal, identity or stage development is still needed.	Independent artist Releases or gigs may exist, but professional structure, positioning or consistent readiness may be missing.	Performance-ready artist Musically strong artists who need market-facing assets, business readiness or clearer career structure.

Three specialist lanes.

One artist journey.

The ADP combines vocal development, artist development and music/performance work. Contact intensity is matched to the artist's development stage so the programme remains purposeful, affordable and operationally sustainable.

V Voice Pitch, breath, tone, range, diction, stamina, technique, vocal-health awareness and applying technique to real repertoire.	A Artist Development Identity, confidence, discipline, storytelling, professionalism, goals, communication and career-development tasks.	M Music & Performance Musicianship, repertoire, set construction, rehearsals, stagecraft, audience connection, technical readiness and working with musicians.
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THE WEEKLY RHYTHM

- **Vocal coaching:** one structured session per active development week, plus coach-prescribed independent practice.
- **Guided development:** artist-development and Music Director input is scheduled according to the artist's stage and package.
- **Independent work:** practice, recordings, repertoire, reflection, identity work and professional tasks between sessions.
- **Reviews:** monthly progress reviews, formal quarterly progression assessments and an annual completion report where applicable.

Progression is earned

A review may result in progress, continuation at the current level, conditional progression, a justified hold, or exit. The next stage is not automatic.

Build the foundations. Then learn to perform.

The 52-week curriculum is a development standard, not a conveyor belt. Artists may enter later, progress faster, remain longer in a phase or follow a customised pathway when assessment supports it.

MONTH 01

Know Your Voice

Baseline assessment, goals, posture, breathing, pitch, range, tension awareness and a practical practice routine.

MONTH 02

Build the Instrument

Resonance, diction, range, safe key choice, consistency and applying technique across complete songs.

MONTH 03

Interpret Music

Lyrics and meaning, phrasing, dynamics, emotional intent, prepared-song performance and Quarter 1 assessment.

MONTH 04

Find Your Identity

Artist values, genre, influences, authenticity, target audience and a clear first artist identity statement.

MONTH 05

Build Your Repertoire

Strategic song selection, keys and arrangements, a 10-song candidate list and a coherent 15-minute working set.

MONTH 06

Learn to Perform

Microphone technique, body language, audience connection, song introductions, transitions and a 15-20 minute mock performance.

QUARTER 2 MILESTONE

Develop. Perform. Review.

By the middle of the programme, the artist should show stronger vocal consistency, clearer identity, improved preparation and a more coherent live set. The formal review determines whether the artist progresses, continues or progresses conditionally.



From stage confidence to professional readiness.

MONTH 07

Own the Stage

Entrances and exits, purposeful movement, audience engagement, recovery from mistakes and professional stage presence.

MONTH 08

Work With Musicians

Arrangements, cues, rehearsal etiquette, direction from a Music Director and practical work with accompanists or band where feasible.

MONTH 09

Become Stage Ready

A professional 20-30 minute set, soundcheck etiquette, technical rider basics, full rehearsal and formal Stage Readiness assessment.

MONTH 10

Define the Professional Brand

Genre and positioning, target audience, values, artist story, biography development and photography concept planning.

MONTH 11

Build the Professional Package

Approved photography, EPK construction, music/video proof points, technical assets and a booking one-sheet once readiness is confirmed.

MONTH 12

Enter the Industry

Industry structure, rights and royalties, professional communication, career planning and a final showcase/assessment with next-step recommendation.

PARALLEL ORIGINAL-MUSIC TRACK

For artists who write.

- Songwriting fundamentals: concept, structure, melody, lyric development and editing.
- Co-writing etiquette and split-sheet discipline.
- Demo preparation, pre-production and studio readiness.
- Producer communication and professional session conduct.
- Metadata, ownership, masters, publishing and release planning.

FORMAL MILESTONES

Foundation: prepared songs + improved baseline technique.
Developing: coherent 15-minute set + clearer identity.
Performance: 20-minute mock performance + professional rehearsal behaviour.
Stage Ready: 20-30 minute set + technical competency.
Market Ready: approved biography, photography, EPK/one-sheet and technical documents.

Opportunity follows readiness.

Not the other way around.

What Stage Ready means

A formal Stage Readiness assessment considers vocal consistency, stamina, repertoire, stage presence, storytelling, professional behaviour, rehearsal discipline, technical understanding and the ability to deliver the advertised set.

Stage Ready status allows THMM to consider an artist for suitable opportunities. It does not guarantee work, placement, bookings or representation.

POSSIBLE OPPORTUNITY PATHWAY

- THMM development showcases and masterclasses.
- Support slots and partner activations where artist and audience fit are appropriate.
- Corporate/private opportunities where commercially suitable.
- Slowdown Sundays Emerging Artist consideration - curated to support the event, headliner and audience experience.
- Future THMM curated experiences and larger platforms.
- External referrals and paid bookings where readiness, fit and commercial terms align.



THE PROFESSIONAL PACKAGE

Built only when the artist can deliver it.

- Short, long and performance biography.
- Professional hero and portrait photography.
- Strongest current music and video links.
- One-sheet / booking profile.
- Basic rider and stage plot where applicable.
- Clean digital EPK for promoters and media.

External supplier costs such as photography, video, studio hire, styling, musicians or specialist design are separately approved and are not committed before sufficient funds are available.

Build the artist.

Understand the business.

MUSIC-BUSINESS EDUCATION

- How management, booking, promoters, labels, publishers, distributors and collection organisations fit together.
- Copyright, publishing, master ownership, performance rights, neighbouring rights and split sheets.
- South African rights ecosystem awareness, including SAMRO, CAPASSO and SAMPRO where relevant.
- Professional communication, contracts, invoices, call sheets, media interviews and booking etiquette.
- Release planning, metadata, digital profile alignment and audience development.
- Performance fee strategy, career goals and professional decision-making.

THMM provides educational guidance. Specialist legal, tax, accounting or rights-administration advice is referred to appropriately qualified professionals when required.

WHAT YOU CAN BUILD THROUGH THE PROGRAMME

- ✓ Stronger vocal technique, musicianship and performance confidence.
- ✓ A clearer artist identity, repertoire and live proposition.
- ✓ Professional discipline, communication and rehearsal habits.
- ✓ Music-business and rights literacy for more informed decisions.
- ✓ Market-ready assets at the correct readiness stage.
- ✓ Consideration for suitable performance and industry opportunities when ready.

HOW TO JOIN

1 Enquire Tell THMM where you are in your artist journey and what you want to develop.	2 Assessment Voice, musicianship, performance, identity, professionalism and career position are reviewed.	3 Written recommendation THMM provides a development recommendation and suitable entry stage.
4 Placement & agreement Fees, schedule, expectations and the applicable programme agreement are confirmed.	5 Develop & review Artists work through the correct development stage with documented reviews.	6 Progress on readiness Progression, packaging and opportunity are based on evidence and suitability.

READY TO TAKE THE NEXT STEP?

Your development starts with the right assessment.

The THMM Artist Development Programme is designed to help artists understand where they are, what they need next and how to build professional readiness in a structured way.

ENQUIRE ABOUT THE ADP

IMPORTANT TO KNOW

- Development fees purchase professional development services - not guaranteed commercial outcomes. THMM does not promise recording contracts, radio play, streaming numbers, paid gigs, media coverage, Slowdown Sundays placement, sponsorship, representation or financial success.
- THMM representation is a separate commercial relationship and cannot be purchased as a development tier.
- Sponsored or bursary-supported places may be introduced where partner funding is available. Sponsored participation does not lower the artistic standard and does not guarantee bookings or representation.



CONTACT THMM

Artist Development Programme

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Website

www.thehandlermm.co.za

Programme: 12 months • Cape Town-based • planned annual intake • limited capacity

Applicant profile: emerging and developing artists; planned public intake focus ages 16-30. Under-18 participation requires parent/guardian involvement where applicable.

Fees: confirmed per intake and placement after assessment once final costing is approved.



Scan to visit the THMM website.

THMM ARTIST DEVELOPMENT STANDARD

Assess clearly. Develop intentionally.

Document progress. Progress on readiness. Create the professional package at the right time. Build artists who can deliver what THMM presents to the industry.

CURATED MUSIC • ARTIST DEVELOPMENT • PREMIUM EXPERIENCES

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