

Participants and Goal

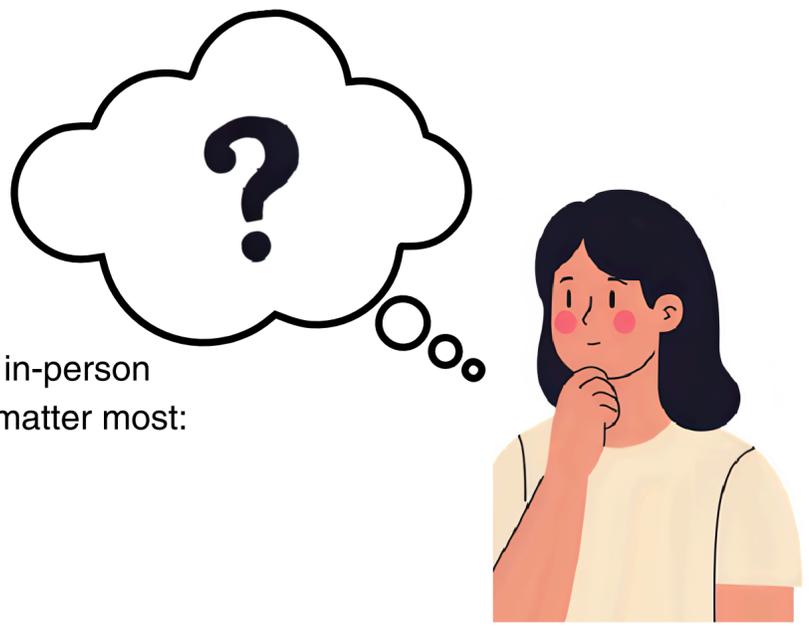
How to define who the training is for – and set the goal of the training

When setting up a training program, whether it's a short in-person workshop or a multi-week online course, two questions matter most:

What is the goal of the training?

Who should participate?

Both approaches are valid and often connected.



1 Define the problem or need

Ask yourself:

- Is there a specific problem in the music sector that should be addressed?
- Do certain groups face visible skill or knowledge gaps?
- What do you want participants to be able to do differently after the training?

Don't rely solely on assumptions, conduct informal interviews, short surveys, or desk research to validate the need.

Example:

Many small venues struggle with audience development and digital outreach.
→ **Goal:** Help small venue teams improve their communication and audience strategies.
→ **Participants:** Junior staff or freelancers managing communications at small venues.

2 Define the goal & match the group

Set clear, realistic goals based on the challenge you identified — and match them with the right audience.

Ask yourself:

- Who will benefit most?
- What do they need to learn or improve?
- What should they be able to do afterwards?

Match your training goal with the right format — e.g. a webinar for a quick intro or a multi-day course for deeper skill-building.

Example 1

→ **Goal:** Help career changers enter the music industry

→ **Participants:** Professionals from other sectors (e.g. law, tech) aiming to work in labels, venues, or agencies

Example 2

→ **Goal:** Teach newcomers how the music ecosystem works

→ **Participants:** Students from related fields, volunteers, or early-career professionals



Tip: Co-create the agenda with your target group to ensure relevance.

3 Define the participants

Clearly define who the training is for by specifying career stage, field of work, motivation, and preferred learning style — and develop 2–3 participant personas to guide both the training design and how you communicate and deliver it.

Examples:

👤 **Young professionals working in digital communications for live venues.**

👤 **Aspiring sound engineers looking to enter live event production via hands-on, in-person training.**

👤 **Early career professionals working in creative or cultural sectors, looking to build foundational business and project skills through flexible, self-paced learning.**

4 Start small and iterate

Test your training with a small, clearly defined group, gather feedback on

- What worked?
- What needs to be adapted?
- Is the content aligned with the group's daily challenges?

Use these insights to refine content and format — this iterative approach boosts relevance, supports the local music ecosystem, and builds a solid foundation for scaling and sharing.

Document each iteration with notes or a simple template — this helps improve scalability and supports knowledge transfer within your team or network.