



ICMP

The Institute  
of Contemporary  
Music Performance

INDUSTRY  
PARTNERSHIPS AND  
BRAND RELATIONSHIPS

[icmp.ac.uk](http://icmp.ac.uk)

# Welcome

Located in London, ICMP has been developing and delivering contemporary music education for over 30 years – longer than any other music school in the UK.

We offer a specialist range of industry-aligned courses all focused on preparing musicians, producers, performers, creative artists and entrepreneurs for a successful and rewarding career in the music industry. Courses range from undergraduate and postgraduate degrees, through to professional training and short introductory courses.

We actively work with music industry partners across the globe to foster relationships that enhance our student's journey into their professional careers. Having the most up-to-date and state of the art equipment to engage with as a student is an essential part of learning at ICMP. But we go further than just placing great industry-standard products in our student's hands.

Our partners also offer invaluable experiences such as artist masterclasses, current industry insight, product demos, educational content, opportunities, and so much more. Sharing our commitment to equip the next generation of the industry with the skills and knowledge they'll need to succeed.

This document offers insight into how you could get involved with ICMP and what we can offer you/ your brand in return.



 Student Playlists



# ICMP at a glance

A rich and diverse community of students, alumni and staff from across the globe.



## People



**932**  
Full-time  
Students



**1.2K**  
Part-time  
Students (annually)

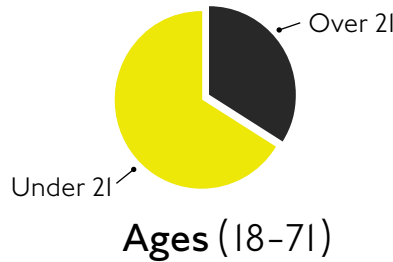
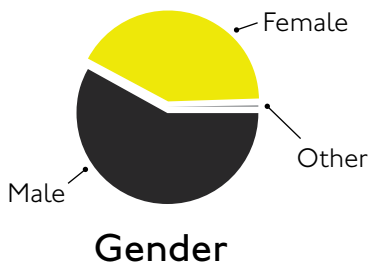


**10K+**  
Alumni



**150**  
Staff

## Full-time Student Mix



## Locations

Students from  
69 Countries

- 557 • United Kingdom
- 313 • Europe
- 62 • Rest of the world

## Full-time students by discipline



**615**  
Performers



**184**  
Producers



**90**  
Artists



**43**  
Entrepreneurs

## Courses

**14**

Undergraduate  
Programmes

**3**

Postgraduate  
Programmes

**20**

Short  
Courses

**17**

Online  
Courses

**3**

Summer  
Schools



University of  
East London

 **Ableton** Certified Training Center



[VIEW OUR COURSES](#) 

# Our Facilities

Split across two nearby sites, we offer our students unparalleled access to industry-leading facilities.



**2** London locations  
📍 Kilburn 📍 Queen's Park



**10** Live Performance Rooms



**6** High-end Studios



**3** Production Rooms



**4** Dedicated Drum Booths



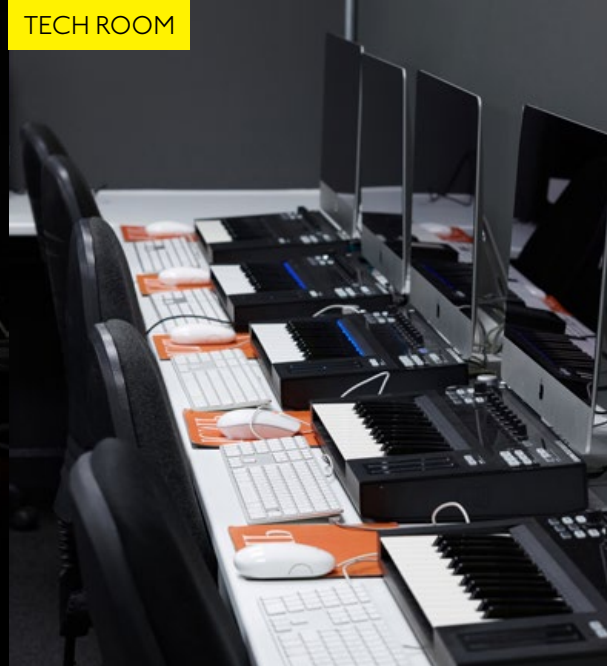
over **10K** Pieces of gear available to students



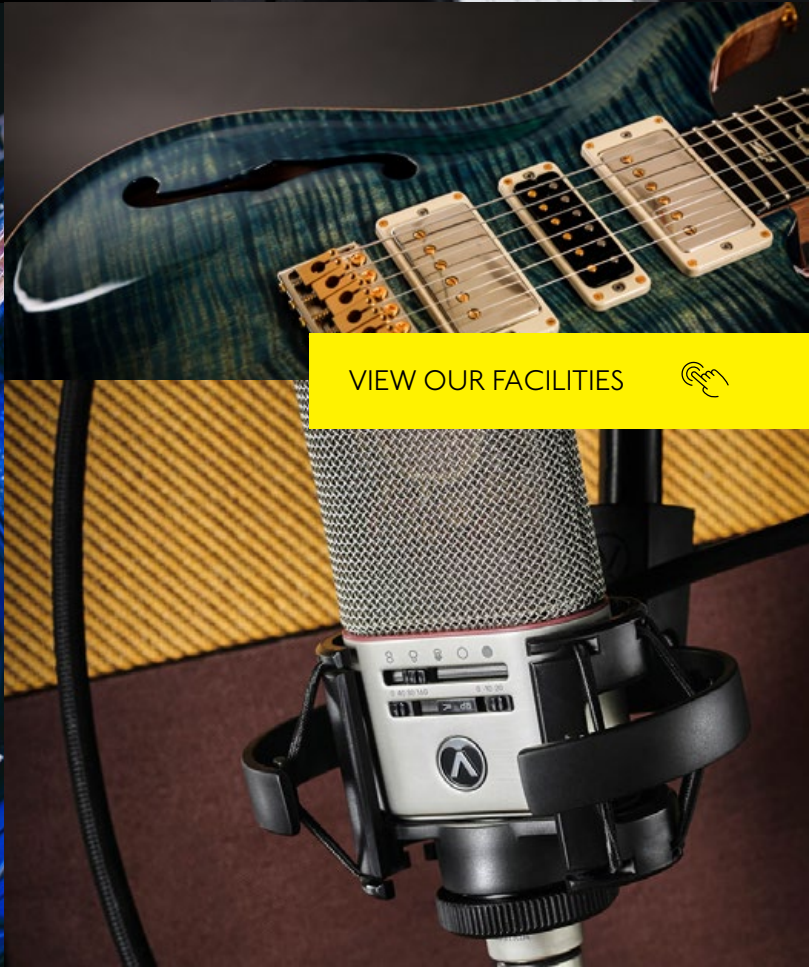
PRODUCTION ROOM



AUDIANT STUDIO



TECH ROOM



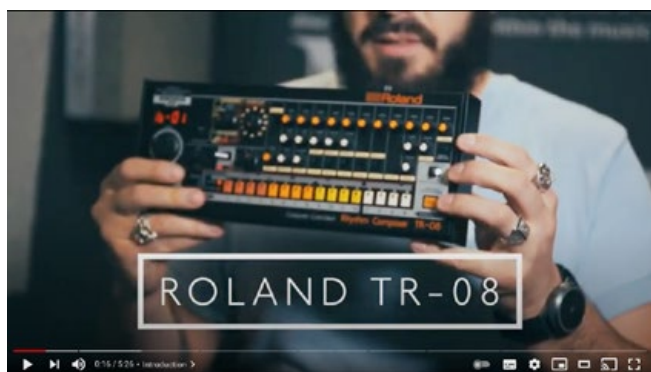
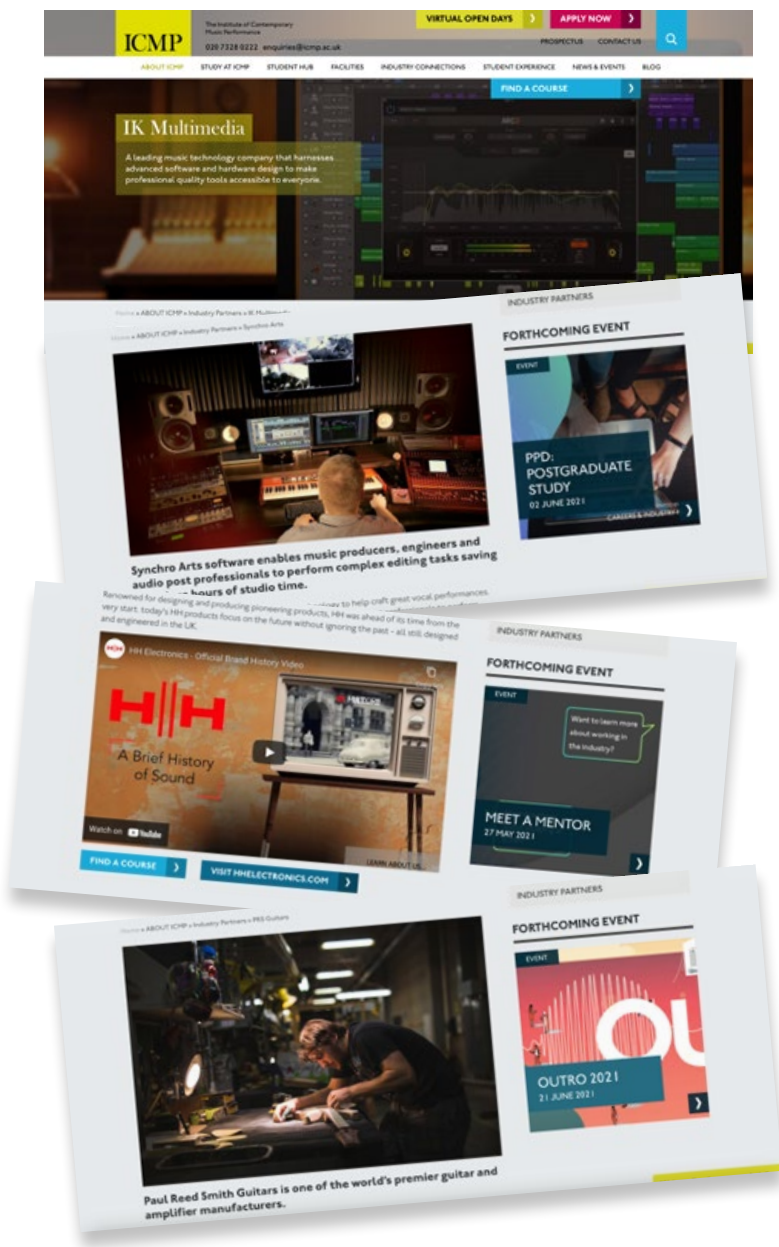
[VIEW OUR FACILITIES](#) 

# Partner Engagement

Our engagement is bespoke, with our partners and brands, and consists of rich and beneficial two-way collaborations.

These are just some of the many collaborations we facilitate with our current partners:

- Product placement
  - equipment in the students' hands
- Artist masterclasses
- Scholarships and Ambassadors
- Working together to add educational content
- Student placements and job opportunities
- Award ceremonies
- Competitions
- Branded rooms
- Wall brandings
- Sponsors names on our website and literature
- Discounts for students and staff
- Connections with successful alumni
- Introduction to our partner schools
- Sponsors staff on Industry panels
- Training or online course discounts for your employees





# Our Courses

We offer a specialist range of industry-aligned courses all focused on preparing musicians, producers, performers, creative artists and entrepreneurs for a successful and rewarding career in the music industry.

## POSTGRADUATE MASTERS (1 YEAR)

MA Songwriting  
MA Creative music production  
MMus Popular music performance  
(Guitar, Bass, Drums, Vocals)

## UNDERGRADUATE DEGREES (3 YEAR)

BA (Hons) Music Business and Entrepreneurship  
BA (Hons) Songwriting  
BA (Hons) Creative Music Production  
BA (Hons) Audio Engineering and Production  
BA (Hons) Music Production for Film TV and Games  
BA (Hons) Creative Musicianship  
BMus (Hons) Popular music performance  
- Guitar, Bass, Drums, Vocals

## HIGHER EDUCATION (1 YEAR)

Cert HE Music Performance  
- Guitar, Bass, Drums, Vocals  
Cert HE Creative Music Production  
Cert HE Songwriting  
Cert HE Creative Musicianship  
Cert HE Music Business and Entrepreneurship  
Cert HE Audio Engineering and Production  
Cert HE Music Production for Film, TV and Games

## SHORT COURSES

### Online courses

- Guitar, Songwriting and vocals

### Part-time courses

- Music Production, Sound Engineering, Songwriting, Vocals, Post-production for film TV and games, and Ableton

### Summer Schools

- Music Production, Songwriting, Music Performance

**Pro Tools courses** - accredited by AVID



# Alumni Success

Here at ICMP we are very proud of our alumni and offer lifelong support after they have left as part of our commitment to further development of graduates entering the industry.

Our graduates can be found working throughout the music industry, making a name for themselves as artists on some of the world's biggest stages, or simply carving out a rewarding career from making, playing, performing and teaching music.

Here are just some of the thousands of alumni success stories we've been privileged to witness over our 30+ years of educating and supporting young musicians.



## **DAUGHTER**

Elena Tonra, Igor Haefeli and Remi Aguilera met while studying at ICMP and now perform under the band name Daughter. Their debut album, 'If You Leave', released on 4AD charted at Number 16 in the UK and won 'Album of the Year' at the Association of Independent Music Awards in 2013. They've completed headline tours across the world and continue to release as a band and work on solo-projects.



## **FRASER T SMITH**

Fraser, who studied at ICMP in the '90s, is a Grammy and Ivor Novello Award winning music producer and songwriter and musician. He's co-written, mixed and produced 7 Number One singles in the UK, 2 Billboard Number One singles in the US, and contributed to 18 Number 1 albums. Some of the tracks he has contributed to include Adele's 'Set Fire To The Rain', Stormzy's 'Blinded By Your Grace Part 2', James Morrison's 'Broken Strings', and Dave's 'Funky Friday'.



## **JULIA LAMB (TOM GRENNAN)**

Bass player Julia has been an integral part of Tom Grennan's band since 2017. Tom recognised Julia's immense talent when she attended an audition arranged by the team in the ICMP Industry Hub. They've played countless gigs and festivals across the continent, headlining at the Royal Albert Hall, among others, and in 2018 this collaborative effort saw Tom named BBC Music Introducing 'Artist of the Year'. Julia also works with up-and-coming indie artist Zuzu.



## **ED O'BRIEN (RADIOHEAD)**

Having completed his guitar tuition with ICMP tutor Iain Scott, Ed O'Brien has gone on to achieve colossal success as guitarist with globally renowned band Radiohead. Over the years, they've picked up an impressive swag of awards, including Grammys, NME Awards and Ivor Novellos, and were inducted into the Rock and Roll Hall of Fame in 2019. In addition to his work with Radiohead, Ed has a highly anticipated solo project on the horizon.





### ÁRNI ÁRNASON (THE VACCINES)

Árni plays bass in The Vaccines. Formed in 2010, they've garnered huge success in the UK. The band's first album, 'What Did You Expect From The Vaccines?', was the UK's bestselling debut album of 2011. Their second album, 'Come of Age', reached Number 1 in the UK charts and went gold in three weeks. The band have since released a further two albums and toured widely, supporting Arctic Monkeys, Muse and the Rolling Stones.



### CATHY DENNIS

Cathy is a former ICMP student and a world-renowned performer and songwriter. She started her career writing her own music and went on to pen tracks for countless world-famous artists. Cathy has written a multitude of Number 1 hits for the likes of Kylie Minogue ('Can't Get You Out Of My Head'), Britney Spears ('Toxic') and Katy Perry ('I Kissed a Girl'). Cathy is also the recipient of five Ivor Novello Awards and two Grammys, and Q magazine has called her 'one of the most influential people in the music industry'.



### JON GOMM

Jon is an English singer-songwriter and performer. Using a single acoustic guitar to create drum sounds, bass lines and melodies simultaneously, his songs draw on a range of influences and styles including blues, soul, rock and even metal. To date he has recorded three solo albums and has toured full-time since 2004. He is often a member of the "Guitar Masters tour", alongside its founder Preston Reed and Andy McKee.



### MATT MALTESE

Creative Musicianship alumna Matt has been called everything from a prodigious talent to one of the most exciting emerging British songwriters in years. Matt signed a publishing deal with Universal following an Industry Hub-arranged session at an ICMP Careers Day. He later signed with Atlantic and his career and fanbase have continued to climb. He's released two albums to date, his 2018 debut album, 'Bad Contestant', received rave reviews, with NME hailing it one of the best of the year.



### LOUISE BARTLE (BLOC PARTY)

Louise graduated from our BMus Popular Music Performance degree in 2014 and the following year joined award-winning internationally renowned indie band Bloc Party as their new drummer. Louise has since become an integral member of the band, recording drums on their last records and touring extensively. She's also performed as a session drummer with a range of prestigious artists, including Selena Gomez and Eliza Doolittle.



### MATTY BROWN (STORMZY)

Drums alumni Matty Brown's career took off when he was named 'Young Drummer of the Year' in 2013. Following a string of session drumming opportunities, he began touring with Stormzy, playing plenty of momentous shows, including the artist's historic 2019 headliner on Glastonbury's mighty Pyramid stage. Matty has also drummed for Plan B, Rita Ora, Crystal Fighters and more, and has completed a stint with Olly Murs, drumming on his huge All The Hits arena tour.



# International Network

Arguably the most internationally connected music school in the UK, ICMP partners with some of the finest music education providers in more than 16 countries.

We partner with International music schools from South Korea to LA and across Europe who we engage with in knowledge sharing and face-to-face visits and tours.

These international partnerships also allow our students to collaborate, network and find career opportunities all around the world.

Just some of our many international collaborative partners:



Our Travel Tunes Festival, saw five partner schools visit London for a week of education, collaboration and live performance.

# Our Audience

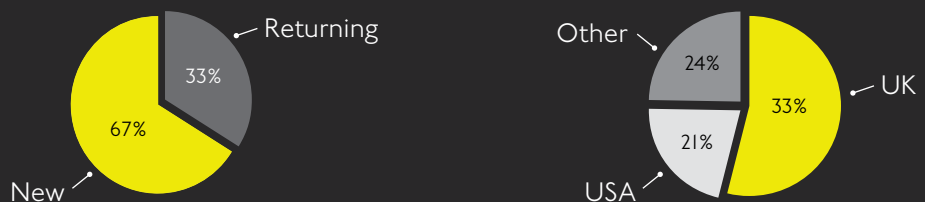
We can help connect your brand to our global audience of young, aspiring musicians.

Our website is visited over 378k times per year and we run multiple social channels serving various audiences across all key platforms.

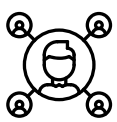


## Website

**378k**  
Annual  
Visitors



## Social Channels



**43K**  
Total  
Followers

**f** 25.7k

**@** 10.2k

**t** 4.3k

**v** 4.1k

**in** 3.1k

**d** 500

Audience split across three main channel groups:

**ICMPLondon** - core audience • **ICMPOne** - online courses (new) • **ICMPLife** - student comms channels

## Blog

**71K**  
Annual  
page views

**3mins 26secs**  
Average time on page

### Example Articles

- Ben Thompson - How to be a session drummer
- Jack Garratt - How to Succeed in the Music Industry
- How to Get Started in Music Sync
- How to start a professional function band
- Resources for Women in Music
- How new artists can use TikTok to enhance their careers



VISIT OUR BLOG

# ICMP

## Explore

[icmp.ac.uk](http://icmp.ac.uk)



## Connect



@icmplondon