



The Sound City conference, held in Liverpool in 2015, brought together 2,000 music industry professionals from 29 countries to discuss best practice and to develop new business models. It was followed by a festival attended by 72,000 people.

Much of the support for these events came from students at Liverpool John Moores University as part of an initiative spearheaded by the employer engagement team. After “selling” the idea to their academic colleagues, they went on to develop job descriptions, support the recruitment of students and administer all the financial elements of the project.

The judges were most impressed by how the students involved in Sound City “gained invaluable practical experience to enrich their academic study and gain rare insights into an important industry”.

Students from 11-degree programmes from six schools at Liverpool John Moores worked on the conference and festival either via a funded intern scheme or as part of the work-based learning required by their course. In all, 55 students gained a total of 240 days’ work experience.

Business students, for example, worked in conference support. Spatial design students worked on the design of both the festival and the stage. Those studying events management worked alongside experienced industry professionals. Others learned to hone marketable skills by filming live bands or producing a promotional film.

All gained an exceptional level of access to potential employers and networking opportunities otherwise highly difficult to obtain for those wanting to make a career in the music or related industries.