



FIRST NATIONS

MARKETING & PROMOTION

# Electronic Press Kit (EPK) Essentials

IN COLLABORATION WITH 33 CREATIVE

music<sup>NSW</sup>

# Electronic Press Kit (EPK) Essentials

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This resource explains how to create an effective electronic press kit, helping artists present their music, story, and assets to industry and media.

Your Electronic Press Kit – or EPK – is your online artist resume. It provides information about who you are and what you do and helps present your music professionally to people in the music industry. This could include venue bookers, festival programmers, radio presenters, promoters, labels and funding bodies.

## What should be in your press kit

### **Artist Biography**

Who are you? What do you do? Where are you from? And what land are you living on? (example: Gadigal Land) You might want to also add 'Who's your mob'? (example: Wiradjuri) What can listeners and audiences expect from your music? Create two versions – a short bio (<200 words) and a long bio (up to 400 words). This – in full or in part – will be used by bookers, festivals, and others in the industry if they are referring to you.

### ■ FOR MORE INFO:

[Writing a Bio Info Sheet](#)

### **Recorded Music (if applicable)**

Include information such as release name, year and links to listen (stream). You can also mention if the release is available in a physical format, such as CD or vinyl. If you haven't released music yet, that's ok! You may wish to include demos or live recordings if you have them.

### **Contact Details**

Include your artist email address and a contact phone number in your documents. Do not use a personal email, create one specifically for your music if you haven't already.

### **Links**

Include links to your:

- Social media profiles (Instagram/Facebook/ TikTok/YouTube/X/Threads etc)
- Digital Streaming Platforms artist pages (DSPs) (e.g. Spotify/Bandcamp/ SoundCloud/ Apple Music)
- Official artist website (if you have one)

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## **Photos, Artworks & Videos**

As a minimum, include two high resolution photos – one portrait and one landscape. Consider getting professional shots to best represent yourself as an artist. If you have it available, also include any artwork for your music releases. For videos, include official music videos, live videos and even 'talk' videos, where you share information about yourself and your latest news and updates.

## **Latest News**

Keep updating this to share your news. What's coming up? Where are you playing? Next tour info? Heading into the studio? Releasing music?

## Setting up your EPK

A zero-cost option for creating and sharing your EPK is to use Dropbox or Google Drive. Simply create a folder and drag and drop your EPK essentials into it. Then, include the link when you are getting in touch with people via email or when using application forms. To see how you could set up your EPK folder, check out a mock example we made in Google Drive.

Looking for more resources?  
Find more resources like this  
one at [musicnsw.com/resources](https://musicnsw.com/resources)

MusicNSW works, creates and listens on unceded Aboriginal land across the state. We honour elders past and present and acknowledge all First Nations peoples as the original music makers, storytellers and knowledge holders. Always was, always will be.

Cover photo by Glen Smith  
Artwork by Kaleena Smith

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