

DJ BRANDING

TOP-UP DJ COURSE

5 Modules:

1. The Power of DJ Branding
2. Building A Professional Artist Bio
3. Visual Identity- Photos, Logos & Assets
4. Your First EPK (Electronic Press Kit)
5. Final Assessment

2026

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Introduction to the Course

The DJ Branding is a specialized course for DJs looking to master their personal brand. It is designed to help artists create a compelling, professional identity.

The course covers how to build a standout EPK (Electronic Press Kit) and develop a social media presence that converts. Whether you're looking to land bookings, pitch to agencies, or build a recognizable DJ brand, this course sets you up with the tools and knowledge to thrive in today's music industry.

Duration

- **Total Duration:** 4 Weeks / 1 Months
- **Modules:** 5 Modules - 2 Hours Each Module (1 Hour of Theory + 1 Hour of Practical)
- **Schedule:** Flexible within the 4-week timeframe. Students may finish earlier, but all sessions must be completed within 4 weeks of starting the course.
- **Format:** Private 1-on-1 sessions

Tuition

Once-Off Payment: R1,500

- This fee includes full access to in-studio DJ gear, personalized mentorship, official certification upon passing, and a professionally recorded final set.
- Payment is non-refundable. If a student fails to attend or complete the course, no refund will be issued

Orientation

At your first session, you'll:

- Tour the Proaudio Africa training facility and showroom
- Meet your instructor and team
- Get introduced to AlphaTheta/Pioneer DJ gear and Rekordbox 7 software

What You Will Learn On

- **Software:** Internet Browser
- **Hardware:** Professional AlphaTheta / Pioneer DJ equipment
- **Platforms:** macOS and Windows supported

Assessments & Certification

To graduate and receive certification, students must meet all of the following criteria:

- **Complete All 5 Lessons:** Attendance is mandatory and tracked. Missed lessons must be rescheduled within the 4-week period. Failure to complete all sessions leads to no certification.
- **Demonstrate Theory:** You must show a clear understanding of concepts within brand positioning and EPK.
- **Pass 2 Mid-Course Assessments:** These progress checks will test technical skills and theoretical understanding to ensure readiness for the final performance.
- **Final Assessment:** Students must submit a fully completed digital EPK folder and a recorded 15–30-minute DJ mix using Rekordbox.

Upon successful completion of all requirements, students will receive an official Proaudio x AlphaTheta Certificate

Entry Criteria

Strict requirements for enrolment:

- **Internet Access:** Required for follow-up support, communication, and home-based practice.
- **Notebook + Pen:** Students must bring pen and paper to each session for taking notes.
- **Laptop/Desktop Access (Recommended):** While not required for in-studio lessons, having a personal computer with Rekordbox installed (free version available) is highly encouraged for at-home practice and faster progress.
- **Prior DJ Experience Required**

We're here to guide you from the very beginning but you must come prepared and ready to learn.

Professional Opportunities

- Secure More Bookings
- Brand Sponsorships & Partnerships
- Press Features & Media Exposure
- Festival & Tour Opportunities
- Social Media Growth & Monetization
- Agency Representation
- Brand partnerships and gear discounts, available exclusively through Proaudio's alumni network
- Networking with professionals through access to Proaudio-hosted events, product launches, and showcases.



About Proaudio & the Training Academy

Proaudio Africa is South Africa's leading distributor of professional DJ and music production equipment and the official partner of AlphaTheta, the company behind Pioneer DJ.

But we're more than just a gear provider. Through the Proaudio Training Academy, we invest in the next generation of DJs, producers, and audio professionals by offering hands-on, high-level education powered by the same tools used by the world's top performers.

Based at our state-of-the-art Johannesburg showroom, the Academy blends access to cutting-edge equipment with expert-led training creating a direct bridge between aspiring artists and the professional music industry.



What Sets Us Apart

Official training partner of AlphaTheta (Pioneer DJ)

As the exclusive official training partner of AlphaTheta, the global leader behind the iconic Pioneer DJ brand, we offer students a direct line to cutting-edge technology and industry innovation. Training here means learning on the very tools that shape the world's top DJs and producers. Our partnership ensures you're always ahead of the curve, gaining insights and skills aligned with global professional standards.

Courses taught in a professional studio

We believe mastery comes from experience with the best equipment. That's why all courses are delivered in a fully equipped, professional studio setting. This real-world environment prepares you to perform confidently under any conditions, from intimate venues to packed festivals, bridging classroom learning with live performance readiness.

1-on-1 mentorship and tailored coaching throughout

Your journey is unique and so is our approach. Every student receives personalised, one-on-one mentorship from experienced instructors committed to your growth. Tailored coaching means your strengths are amplified and your challenges addressed in real time, accelerating your progress and ensuring you develop with confidence and clarity.

Certification endorsed by Proaudio AlphaTheta

Certification from Proaudio AlphaTheta isn't only a certificate that is recognised across South Africa and internationally, this endorsement validates your skills and dedication, opening doors to gigs, collaborations, and career advancement.

Located in South Africa's flagship DJ technology showroom

Situated within South Africa's premier DJ technology showroom, the Academy places you at the epicentre of innovation and inspiration. Here, you don't just learn, you experience the latest gear firsthand, attend exclusive demos, and immerse yourself in a creative hub buzzing with energy.

What the Course Entails



Theory

This course begins by grounding students into the theory of professional DJ branding and artist presentation. They will learn what an Electronic Press Kit (EPK) is, why it matters, and how each element contributes to building a strong professional identity. Key topics include first impressions, the impact of visuals, the structure of a compelling bio, and how professional branding influences bookings, growth, and credibility.

Practical Training

The practical component is designed to equip students with hands-on experience in creating and curating their own professional assets. They will build a complete EPK using personal media. You will also practice uploading your content to platforms such as YouTube, SoundCloud, and social media — all with a focus on professional presentation.

Assessments

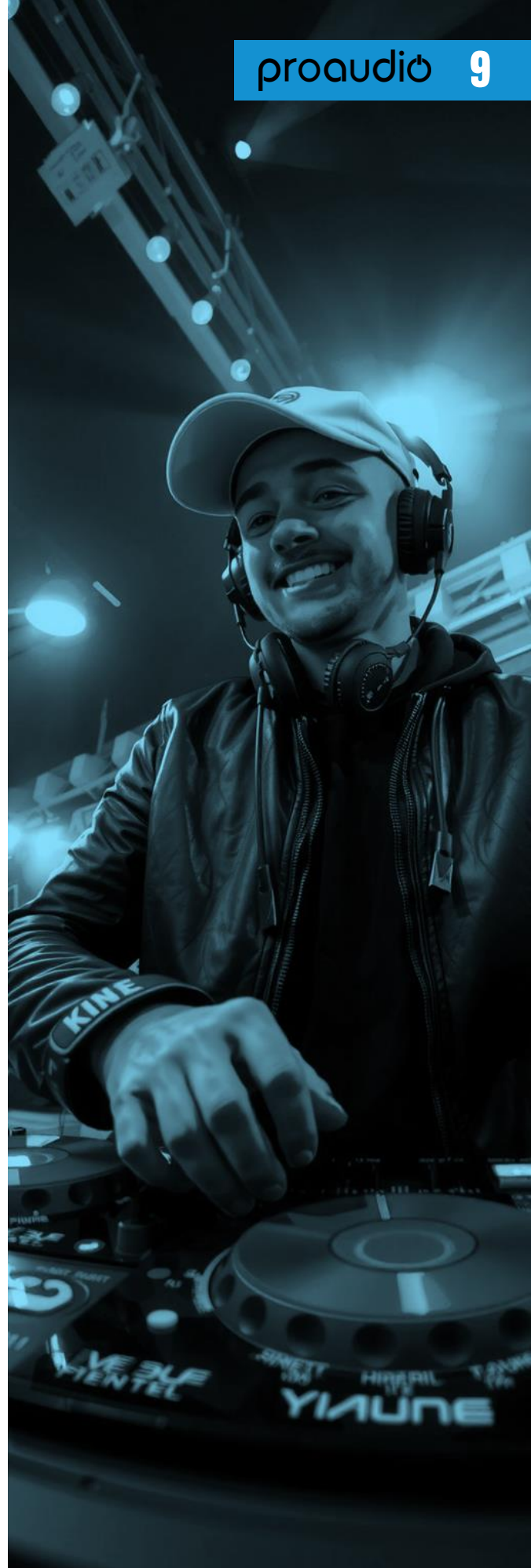
This course includes focused challenges designed to reinforce key concepts and test comprehension in real time. Students are also expected to complete guided home practice updating their EPK.

Mentorship

You will benefit from personalized, one-on-one coaching in every session, ensuring that individual strengths and challenges are fully supported. Real-time guidance is also provided, building confidence and collaborative skills in a professional context. Before graduation, a dedicated final feedback session helps each student consolidate their progress and prepare for the next stage of their DJ journey.

Personal Branding & Artist Development

You will learn to craft a professional DJ persona, developing cohesive logos, effective social media strategies, and polished Electronic Press Kits (EPKs) that capture their unique identity. The module guides marketing of recorded sets and the building of a compelling performance resume. Additionally, students prepare strategically for gigs, festivals, and professional engagements, equipping them with confidence and tools to navigate the industry with clarity and professionalism.



Module 1

The Power Of DJ Branding

GOAL: Understand the importance of personal branding and how it influences your DJ career.

- What is branding, and why it matters in music?
- Examples of strong DJ brands (local and international)
- The role of identity, story, and aesthetics
- First impressions: visuals, tone, and presence

Module 2

Building A Professional Artist Bio

GOAL: Write a compelling bio that represents your style, story, and credibility.

- Elements of a strong DJ biography
- Finding your story and voice
- Peer review and revision process

Module 3

Visual Identity – Photos, Logos & Assets

GOAL: Build a professional visual identity through strong photography and branding assets.

- **Press photos:** What they are, how to plan and shoot them.
- **DJ logos:** Design tips, tools, and formats
- **Aesthetic alignment across platforms**

Module 4

Your First EPK (Electronic Press Kit)

GOAL: Assemble a complete EPK that showcases your sound, story, and style.

- EPK components: Bio, photos, mix links, logos, rider.
- Structuring and formatting (PDF, Drive folder)
- Final review checklist for promoter-ready output

Module 5

Final Assessment

GOAL: Submit your EPK and deliver a professional-grade mix.

- Record your audio/video mix
- Exit interview + mentor feedback
- Submit EPK for review
- Certification upon successful review

AVAILABLE COURSES

DJ Courses

- **Where The Beat Begins** – Beginner DJ Course
- **AlphaTheta Pack** – Pro DJ Course
- **DJ Branding** – Top-up Course
- **Rekordbox Masterclass** – Top-up Course
- **On-the-Go** – Mobile DJ

Music Production Courses

- **Essentials** - Foundational Level
- **Sound Architect** - Progressive Level
- **Sound Master** - Advanced Level

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