



FLIPPED STUDIO “SUCCESSFUL INNOVATOR” - NOVA

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Vocal Performances as Online Content



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Sector: Performing Arts

Position: Self-employed content creator, talent agent

About me

I was attracted to singing, acting and various other forms of performing arts from an early age, therefore after graduating high school I chose to study screen acting at the Lithuanian Academy of Music and Theatre. After the studies I had opportunities to work as an actress, event host and animator with kids which helped me gain many different experiences and skills for working in the creative sector. My career path continues to be very differentiated till this day as I work in various events, singing, acting and eventually I started my own talent agency.





My way to the CCS and main achievements before the Pandemic

I have been a part of the cultural and creative sector far before the pandemic started and for the last few years my main activity was to be a freelance singer and performer. I was writing songs and performing in contests or other events. I participated in auditions for Lithuanian TV shows such as “Lithuanian voice”, “X-factor” and “Lithuanian unreal”. However, my main achievement before the pandemic was to perform a song in BBC radio live broadcast. After this experience I was invited to the BBC

radio a few more times to give interviews, present my new songs as well as to participate in an online BBC “Airwaves” festival where various musicians performed. This online festival was an inspiration for me to concentrate more on online performances even before the pandemic started.

The challenges faced during the Pandemic and innovation solutions to overcome them.

The worldwide Covid-19 situation was a big push to search for new ways to transfer all my performances to the virtual space. It was challenging to shift all of my work online and learn how to make the internet my new workplace. In order to deal with restrictions to perform for live audiences, I started making more online contents of my performances as a singer and after some time I discovered new ways to monetize online activities – I participated in online contests and delivered a lot of online performances which were eventually paid events, therefore the audience had to pay a participation fee.



At first it was challenging not to get feedback from the audience during the online performances (compared to live events) but by a lot of active online communication, chats and other online tools I was able to adapt myself to it and get feedback in other formats.

Also I had to put quite a lot of effort in order to learn how to properly use digital tools and their functions (calendar configuration, calls organization and planning, etc.) which is an inseparable part of working during Covid-19.



During the pandemic I learned marketing and accounting basics as well as how to manage and motivate my own team. Once I adapted myself to the circumstances, I was able to work more productively and systematically as it is very important to plan your activities and remain disciplined when you are working from home and mainly on your computer.

All of the challenges and experiences brought me an idea to start my own talent agency, which I now successfully manage and create strategies for talents on how they could transfer their performances to the virtual space.



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My future plans and aspirations for developing my career in CCS.

My main goal is to expand the scope of my agency and find motivated people to join my team. I think that in order to grow a business it is very important to delegate tasks and have like-minded people around yourself.

My suggestion for those who wish to work in CCS

I would simply say – don't give up. The competition in the creative field is fierce, but if you work consistently, you will achieve much more than those who try to enter this field not fully committed and eventually give up.

Also I suggest discovering or creating a system you use to work on a daily basis and follow that system. Maybe you're determined to improve your talent of some sort? Do this little by little every day. The sooner you have your own system, the easier it will be to stay productive and reach your goals.



Self-reflection questions

1. Did I have to learn any additional digital skills during the pandemic in order to proceed with my work and adapt to the circumstances?
2. Do I have a system on how I work on a daily basis and is it effective?

This good practice story is prepared by Social Innovation Fund.