



Thank you for joining us on the Amazon Music Career Tour on Kahoot!

In this Career Tour, we'll tell the story of how music from artists all over the world ends up streaming on Amazon Music! We'll take a look at the people who make this possible, from roles in Digital Operations, to Risk Management, to Senior Artist and Label Relations Managers. Use this facilitation guide to provide an excellent tour experience for students at home or in the classroom.

1. Prepare for the tour

- Review the key learnings and facilitation guide document below. Click through the tour (link below) on your own.
- Distribute graphic organiser (PDF, Word) to students if desired.

2. Prepare for the tour

Host a tour with student devices

A host projects the tour to a group and students join to compete against each other from separate devices.

Full Tour (-30 minutes)

Project the tour without student devices

A host projects the tour to a group without students joining on separate devices.

Full Tour (-30 minutes)

Share the tour for independent student play

Students complete the tour by themselves on their own devices. Teacher cannot see student responses.

Full Tour (-30 minutes)

For additional support in setting up Kahoot, visit: <https://support.kahoot.com/hc/en-us>

3. Facilitate the tour

- Use the guide below to walk students through the tour. Ask students to share their thoughts or respond to questions to build more interaction.
- To advance slides, click "Got it" in the top right corner
- Use our **Teacher Toolkit** for optional follow-up activities and print completion certificates

Kahoot! Tips





If the video clips are playing too softly, check that the volume bar on the video is at maximum volume. There is no go-back feature. If you need to go back to a video, the links to the segments are provided in the facilitation guide below.

Warning: Hitting the space bar auto-advances the slide with no go-back feature

Thank you for encouraging the next generation of future engineers!

Amazon Future Engineer:

Amazon Music Career Tour on Kahoot!




Slide #:	Slide:	Facilitation Tips:	Notes:
1 30 sec		<p>Say: "You may have heard of Amazon Music before. You might even use it to stream your favourite songs!</p> <p>Today, we're taking a virtual school trip behind the scenes of the platform so you can learn about the tech and creative careers involved in making it all possible."</p>	
2 1 min		<p>If you'd like your students to access digital notes, have them access and create a copy of the student note catcher. If using paper note catchers, this would be the time to distribute.</p>	
3 1 min		<p>Set tour expectations with your class. Read the expectations to students.</p> <p>Say: "On the next slide you'll answer if you agree or disagree with the statement 'Right now, I am interested in career opportunities in the music and technology industry.'</p> <p>Remember, there is no right answer and this does not count towards your points."</p>	
4 1 min 30 sec		<p>Read the question and on-screen answer choices to students. "Right now, I am interested in career opportunities in the music and technology industry."</p> <p>After finishing the question, prepare students for the next one.</p> <p>Say: "Before we begin, I want to know: what do you already know about Amazon Music, streaming, or the music industry? On the next slide you'll answer what you already know."</p>	



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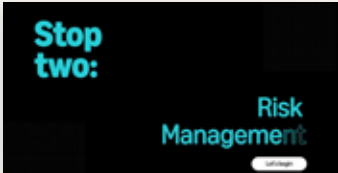
Amazon Music Career Tour on Kahoot!



Slide #:	Slide:	Facilitation Tips:	Notes:
<p>5 1 min 30 sec</p>		<p>Students could either write answers on their note catchers, turn and talk, or share out loud in a group.</p> <p>“What do you already know about Amazon Music, streaming, or the music industry?”</p> <p>Select a few answers and read them aloud to the class or have students share answers.</p> <p>Say: “It’s time to begin our tour!”</p>	
<p>6 1:29 length</p>		<p>1:29 in length. After the video, say:</p> <p>“Before we move on to the next video, we have a pre-stop trivia question for you.</p> <p>Here it is: ‘Who is usually responsible for sending new, top-secret music files to Amazon Music so they can be prepared for listeners?’</p> <p>Remember points are awarded for getting it right AND how fast you answer!”</p>	
<p>7 1:53 length</p>		<p>Show Stop 1 - Music Ingestion.</p> <p>The video is 1:53 in length.</p> <p>After the video, say: “Now we’re going to answer the two questions about what you just learned about music ingestion.”</p>	

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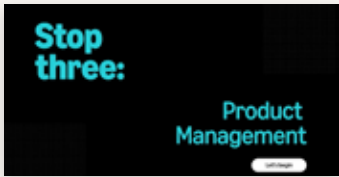
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Slide #:	Slide:	Facilitation Tips:	Notes:
8-9 2 min		<p>Read the question and on-screen answer choices to students.</p> <ol style="list-style-type: none"> 1 Metadata is the extra information that helps listeners find songs. Which of the following is considered metadata? Answer: All of the above 2 When a song is ingested into the Amazon Music system, why is the accuracy of its metadata considered a high-priority task? Answer: To ensure that every person involved in the song is correctly credited and paid 	
10 1 min		<p>Say: "Let's get back to the tour to learn about Risk Management. Before we play the next video, we have a pre-stop trivia question for you. Here it is:</p> <p>'True or False? Amazon Music has to manually listen to every single song ever uploaded to check if it's real or fake.'</p> <p>Remember points are awarded for getting it right AND how fast you answer!"</p>	
11 1:50 length		<p>Show Stop 2. The video is 1:50 in length. After the video, say: "When I click 'Got it!' you're going to answer the following questions about risk management.</p>	



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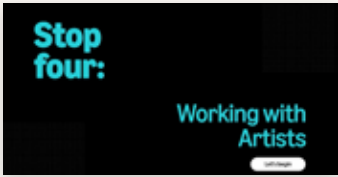
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Slide #:	Slide:	Facilitation Tips:	Notes:
12 1 min		<p>Read the question and on-screen answer choices to students.</p> <ol style="list-style-type: none"> 1 What is one way people try to take advantage of digital music services to claim fake royalties? Answer: Using bot farms to stream music thousands of times 2 Besides spotting 'bot farms,' what other type of fraudulent activity does Thom mention seeing in his role? Answer: People uploading leaked music without permission 	
13 1 min		<p>"Let's continue with the tour to learn about product management. First, a quick question: 'When you ask Alexa to "play something I might like," what is actually happening behind the scenes to make that work?'</p> <p>Answer: Product Managers have built features to make a smart choice</p>	
14 02:07 length		<p>Show Stop 3. The video is 2:07 in length. After the video, say: "It's time to reflect on what we've learnt so far. You're going to answer a couple of questions about product management."</p>	

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Slide #:	Slide:	Facilitation Tips:	Notes:
<p>15 2 min</p>		<p>Read the question and on-screen answer choices to students.</p> <ol style="list-style-type: none"> Ivy's team is responsible for specific parts of the app where fans interact with an artist's work. Which of these areas do they look after? <p>Answer: All of the above</p> <ol style="list-style-type: none"> According to Ivy, which of the following options is key to working in this area of Amazon Music? <p>Answer: You need to really know the industry</p>	
<p>16 1 min</p>		<p>"Let's move on with the tour to learn about working with artists! First up, a quick question:</p> <p>"True or False? A major part of working with artists is helping them design unique ways to reach their fans before a song is even released."</p> <p>Answer: True</p>	
<p>17 02:10 length</p>		<p>Play Stop 4, run time 02:10. Afterwards, say "now that we know more about what it's like to work with artists, let's do a quick knowledge check with a couple of reflection questions!"</p>	

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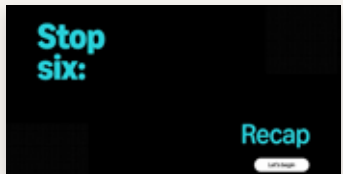
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18 1 min		<p>Read the question and on-screen answer choices to students.</p> <ol style="list-style-type: none"> 1 Marco and Tafadzwa work together on a project called +44. What is the main goal of this specific project? <p>Answer: To celebrate and promote British Black music</p> <ol style="list-style-type: none"> 2 When the team is deciding how to help an artist connect with their fans, what is the first thing they consider? <p>Answer: Analysing specific audience data and keeping up with current cultural trends</p>	
19 1 min		<p>“Let’s get back to the tour to learn all about how Amazon Music uses Marketing. As usual, we’ll check how much you already know:</p> <p>True or False? Every notification you get from Amazon Music is sent to every single user on the app at the same time.”</p> <p>Answer: False (They use data to only send updates to the right fans)</p>	
20 02:27 length		<p>Show Stop 5 The video is 02:27 in length. After the video, say: “As usual, we’ve got a couple of questions to whizz through before we move on!”</p>	



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Slide #:	Slide:	Facilitation Tips:	Notes:
21 2 min		<p>Read the question and on-screen answer choices to students.</p> <ol style="list-style-type: none"> When the Marketing team 'personalises' an experience, what are they actually trying to do for the listener? <p>Answer: Show you the specific artists and podcasts you love</p> <ol style="list-style-type: none"> When coordinating a global campaign, what is the most important balance the Marketing team has to maintain? <p>Answer: Keeping a consistent brand message while making it relevant to local fans</p>	
22 5 min		<p>Read the question and on-screen answer choices to students.</p> <p>"Of the career areas you saw today, which one interests you most?"</p> <p>Music Ingestion Risk Management Product Management Working with Artists Marketing</p> <p>Answer: Students can choose different options. Ask students why they choose that particular career. Engage in a class discussion.</p> <p>Say: "Let's get back to the tour to wrap up on what we have learned today"</p>	
23 01:24 length		<p>Show Stop 6 - Recap. The video is 01:24 in length.</p> <p>After the video, say: "Now that the tour has come to an end, let's reflect on what we have learned with some rapid-fire review questions."</p>	



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Slide #:	Slide:	Facilitation Tips:	Notes:
24 1 min		<p>Say: "Remember, these quiz questions are worth points!"</p> <p>Question 1:</p> <p>Which of these is a critical challenge an Ingestion Manager must solve during a major global album launch?"</p> <p>Answer: Synchronising the digital delivery so the album goes live at the exact same second worldwide</p>	
25 45 sec		<p>Question 2:</p> <p>"Which skill is most important for a Risk Manager when an unforeseen issue occurs?"</p> <p>Answer: Remaining calm under intense pressure to coordinate a fast and effective solution</p>	
26 45 sec		<p>Question 3:</p> <p>"Which of the following best describes the 'bridging' role of a Senior Product Manager?"</p> <p>Answer: They translate big creative ideas into technical features that the engineers can build</p>	
27 45 sec		<p>Question 4:</p> <p>"In the context of a major launch campaign, why must a Project Management Apprentice like Tafadzwa prioritise cultural trends alongside audience data?"</p> <p>Answer: To ensure the campaign feels relevant and connects with what fans are talking about now</p>	

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Slide #:	Slide:	Facilitation Tips:	Notes:
28 45 sec		<p>Question 5:</p> <p>“As a Marketing Manager at Amazon Music, why is utilising data from other Amazon services considered a primary strategic advantage for a campaign?”</p> <p>Answer: To integrate music discovery into a listener’s daily routine, making every Alexa request or app interaction feel personal</p>	
29 45 sec		<p>Say: “Our next question is a poll. It is worth 0 points, but you’re going to think back before the tour. How interested were you in career opportunities which use tech at Amazon Music?” Say: “Let’s finish with our poll questions.”</p>	
30 45 sec		<p>Read the question and on-screen answer choices to students. “Overall, rate your satisfaction of this tour on a scale of 1-5.” Say: “Let’s go to another poll question”</p>	
31 45 sec		<p>Read the question and on-screen answer choices to students. “This tour increased my interest in pursuing careers which use technology in different ways.” Say: “Let’s go to another poll question”</p>	
32 45 sec		<p>Read the question and on-screen answer choices to students. “On a scale from 0-10, how likely are you to recommend this Amazon Music Career Tour to a friend?”</p>	



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Slide #:	Slide:	Facilitation Tips:	Notes:
33 45 sec		Teachers only: Scan the QR code on this slide or visit the link to take a survey. Please do not have students complete this survey as they have already answered the questions in previous slides in the Kahoot.	
34 30 sec		Say: "I hope you enjoyed your virtual school trip and learned a lot about what a wider variety of roles come together to make Amazon Music a success!" You can skip to the end for the podium, or explore some of the extension activities from Amazon Future Engineer.	

