



Tuesday, 2nd of April 2019, jazzahead! 02\_04\_78/iz

## **jazzahead! with new features for 2019**

### **Changes in range of exhibitors and programme – Online registration about to close**

Participants at jazzahead!, an event which is the only one of its kind in the world, are going to notice a few differences this year. The organizers are currently in the final stages of preparations for the trade fair which takes place from Thursday 25 April to Sunday 28 April 2019, and this year Messe Bremen has taken new steps in its initiatives to attract exhibitors and professional participants. The programme will have quite a few new features too.

"We have been taking positive steps to increase the number and to expand the range of participants," says jazzahead! Project Manager Sybille Kornitschky of Messe Bremen. "Our campaign to attract new promoters and programme makers has really started to bear fruit," she comments. "We have worked on the concept of the 'German Market' umbrella stand and improved it – institutions and associations are presenting themselves more comprehensively, and in some cases registering for the first time. And in order to increase the presence of countries from Southern Europe in the future, we are offering a shared stand for the first time, working with the journalist/music producer Henning Bolte. The first registrations for this stand, such as those of Associação Sons da Lusofonia from Portugal, have already been received," says Sybille Kornitschky.

For the conference programme at jazzahead!, several panels are again planned for this year, notably on marketing issues. It will start on Thursday at 3.45 p.m. with a "Spotify Masterclass". Here the participants learn how to build up their presence on the platform (registration is required and available online until Monday, 22 April).

On Friday at 12 noon, Nikolas Schriefer, head of the online marketing company Stagelink, will discuss possibilities for the self-marketing of artists in times of digitalization. A panel initiated by the Canadian TV station Stingray DJazz from 1.10 p.m. will then examine the quality of photos, videos and audio files which is required to achieve effective self-marketing on the internet. The Dutch music producer Hans Bellens from the Evil Penguin label is expected to be among the panelists.

There will be other featured events too: On Saturday at 3 p.m. Marco Valente from Auand Records is inviting representatives of jazz labels for an exchange of ideas among colleagues. He wants to scope out the possibility of founding of a European association of labels.





For visitors to jazzahead! online registration is available only until Wednesday, April 3 at 23.59 hrs. Registration before this date comes with the inclusion of an entry in the online directory of trade visitors. After this deadline, registration will be possible in person at the registration counter in Hall 7.

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**Further information for editors:**

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