



A top-class programme for the jazz industry

jazzahead!: German jazz legend Eberhard Weber speaks – new network starts

17 February 2020. Eberhard Weber's sound is unmistakable, he has made a unique and revolutionary contribution to the evolution of the bass in jazz, and just a few months ago he turned 80. This living legend has been unable to play since suffering a stroke thirteen years ago, but he says with typical directness: „I still listen to things that are worth listening to.“ On the 15th anniversary of jazzahead!, he will be guest of honour at the official opening of the trade fair and showcase festival at MESSE BREMEN. Weber will speak on Thursday 23 April 2020. jazzahead! continues until Sunday 26 April.

While this event will be one of the highlights of the programme for industry people, it is far from being the only one. One of the priorities of jazzahead! – probably the most important gathering of the jazz industry anywhere in the world – is to ensure a sustainable future for this industry. One new development at this year's jazzahead! fits well into this context: „The fair is offering the platform for the launch of a new network for ‚young professionals‘, i.e. for the next generation of talents,“ explains Sybille Kornitschky, who runs jazzahead! for MESSE BREMEN. „We are organizing an umbrella stand. People or organisations with an interest in being part of this new venture from the start can register at reduced cost.”

The instigator of the Young Professionals Network is Norwegian music promoter and agent Kine Lundervold. She is planning „a unique training program“, she says. Together with the management of jazzahead!, the aim is to bring young jazz professionals from all over Europe together, and to forge connections with experienced practitioners, for example for mentoring and recruitment for jobs in jazz. The aim is to nurture more viable career paths – for example in the festival business, with labels, in club management etc. The network will have the role of providing advice and exchanging expertise.

Jazz export and marketing via social media

jazzahead! is also concerned to foster discussions and professional development, and that part of the programme will get under way from 10 a.m. on the opening day, Thursday. The fact that there is an extra half-day provides the opportunity to have sessions on specialist topics: specialists will discuss regional and national strategies for exporting their respective jazz scenes to other countries and regions. The focus will be on approaches that have proved successful as well as areas where people wish that more could be done.

Finland is an example of best-practice. For three years, Finland has consistently focused on the marketing of Finnish jazz into the German-speaking world. This will be the topic addressed by Niko Kangas, Export Manager at Music Finland. Yavier Cester Vidal from the Institut Català





de les Empreses Culturals, will talk about the efforts in Spain to network the regionally dominated music marketing much more strongly in order to ultimately bring a national structure into being.

The Jazzahead! team is also working on further panels for the Saturday of the trade fair, especially for promoters. A session is planned for marketing festival and club programmes via social media. The whole programme will be published on www.jazzahead.de/en/ on the beginning of March.

Interested parties can register online as specialist participants until Wednesday, 1 April 2020, after which they can only register on-site and with an additional charge.

More infos: www.jazzahead.de/en/

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+ Über jazz englisch

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