



Online programme announced in the run-up to jazzahead! 2021

"Virtual Sessions" with Experts... Multimedia Blog...Live Panels via Facebook

28 July 2020: jazzahead! 2020 and the cultural festival which accompany it were due to be held in April, and would have marked a double anniversary. Both events, however, fell victim to the coronavirus pandemic, and the postponement was a huge disappointment to all those who had been looking forward to attending. Now the organisers have news to report: "We will be catching up with the celebrations from 29 April to 2 May 2021," says Sybille Kornitschky who runs jazzahead! for MESSE BREMEN. "And in the interim we are launching an exciting online programme. As an important networking platform for the global industry, we wish to promote and support the scene in these difficult times". To ensure that the programme can reach as many people as possible, the sessions and the content will be in English.

"Virtual sessions" on industry topics

"Virtual sessions" on specialist topics are aimed specifically at participants who have already registered for 2021 - registration starts on Tuesday, 1 September. In these 45-minute discussions, experts from the respective fields will discuss best-practice examples of export strategies of different countries or social media for organisers. For example, the first event on Monday, 28 September is for pre-registered participants. The expert discussion on this occasion will look at the question: How do you successfully organize an online festival and earn money from it? For the livestream of Bel Jazz at the end of May, the Belgian organizers managed to do just that, with around 3,000 fans buying tickets.

A wide-ranging blog

The digital programme will be launched on Friday, 21 August, with a blog at www.jazzahead.de. Texts, video and podcasts will present people, topics and regions from the international jazz scene. The blog is also intended to prepare the industry for the next jazzahead! And the content will be available without restriction. For example, Peter Schulze, Artistic Director of jazzahead!, talks to musician Pablo Held. Pablo is known for his work as a pianist but he also regularly interviews major figures in jazz from all over the world for his own blog. From his collection of interviews, he has contributed the podcast of his conversation with Norma Winstone, who was a recipient of the





jazzahead! Skoda Award. There are two other initiatives: the jazzahead! team will be asks people from the jazz scene in Germany and abroad to write short texts in which they describe their view of German jazz and present which jazz from Germany they currently recommend. This will be an occasional series. Furthermore, Canadian festival director Rainbow Robert will be reporting on the effects of the Corona pandemic on the Canadian jazz scene. Canada was the partner country of the postponed jazzahead! Canada has accepted the invitation to be partner country in 2021.

Live panels on current topics

Also free of charge and available to all people interested in jazz: Monthly live panels on Facebook start on Thursday, September 3. These 15-minute sessions will focus on preparations for jazzahead! 2021, but also on general current topics such as the work of the Europe Jazz Network or the situation and perspectives of the live sector against the background of the Corona pandemic.

More information: www.jazzahead.de

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NOTE: jazzahead!in brief:

Launched in 2006, jazzahead! has grown consistently to become the largest jazz trade fair in the world. This event, attended by industry people from all over the world, is also seen as jazz's annual "family gathering"; it has never lost its friendly and welcoming character. The 40 showcase concerts during the fair and the jazzahead! festival are also open to the public from Bremen and the region around it. Since 2011, this festival, presented in association with around 60 partners, has presented the cultural scene of a different partner country each year. Bands from around the world also appear, notably at the popular CLUBNIGHT in 30 venues in Bremen. jazzahead! has been in receipt of funding from the Federal Government Commissioner for Culture and the Media annually since 2015. In 2019 it received an award as European Culture Brand of the Year.

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