



Jazz industry networking opportunity

Special matchmaking sessions, 10-12 March, before the official start of jazzahead! digital 2021

Wednesday, February 16, 2021. Inspiring conversations, targeted one-on-one meetings, valuable opportunities to network: Can they still happen at a digital trade fair? Yes, they can! In cooperation with a specialist partner, Enterprise Europe Network (EEN), jazzahead!, the world's largest international jazz trade fair, is organising online matchmaking sessions over three days from Wednesday 10 March until Friday 12 March 2021. Producers, concert and festival organisers, bookers, artist management agencies, media representatives or musicians: all will be able to avail themselves of the chance to make valuable new connections: under the rubric "transatlantic relations", potential business partners from the global jazz scene will have the opportunity to make targeted contacts and enter into conversations. And it will all happen before the fair itself starts.

For registered participants

There is just one prerequisite for participation in this special matchmaking programme: interested parties will need to have registered already for jazzahead! digital 2021. Access to all these virtual sessions is included in the registration fee. "Those registered can take part in the digital concert and trade programme at the trade fair from 29 April to 2 May and also take advantage of the extensive networking opportunities before, during and after jazzahead!", says Sybille Kornitschky, who runs jazzahead! for MESSE BREMEN. Whether it's Europe, Africa, Asia, Australia or America, this special networking event is a great opportunity to build and expand connections overseas, say the organisers. "The networking sessions will take place in the afternoon to allow people from other time zones to participate", explains Julia Feddersen from EEN. The online registration link for jazzahead! digital 2021 is: www.jazzahead.de/en/tradefair/

Networking: before, during and after the trade fair

After these first matchmaking sessions in March, jazzahead! and EEN will invite participants to further sessions throughout the year to offer better follow-up and valuable connections way beyond the dates of the jazzahead! trade fair. "We have been the organisers of the 'speed dating' sessions in partnership with jazzahead! since 2011. These have taken place as part of the trade fair in Bremen, with the objective of people getting to know each other and networking", Feddersen tells us. "Within the framework of the Enterprise Europe Network, we have already





built a successful track record in digital matchmaking. Geographically, barriers can be broken down and especially with a global target group this is of great added value. We are very happy that we are also jointly overseeing this new series." If there are any questions or uncertainties, EEN will be there to assist all participants. "On Monday and Tuesday, 8-9 March, we will be offering online assistance", says Feddersen.

Participants who have registered for the digital edition of jazzahead! also have access to the virtual sessions that Kornitschky and her team have been offering since September 2020. For example, in keeping with the matchmaking theme on Thursday, 25 February 2021, the session will cover "Overseas Relations: The exchange between the European and the American markets". All registered participants will be sent an exclusive access link for this session via email. To make good use of the remaining time until the start of the virtual jazz trade fair, it is also worth checking out the new jazzahead! blog, which offers a wealth of industry-relevant content which is being added to regularly.

Due to the pandemic, jazzahead! 2021 will be held virtually for the first time under the motto "Close together from afar" from Thursday 29 April to Sunday 2 May 2021.

www.jazzahead.de

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NOTE: About jazzahead!

Launched in 2006, jazzahead! is the largest jazz trade fair in the world. Having grown steadily, the industry gathering is also known as the place where the jazz family gets together – the event has never lost its family character. The 40 showcase concerts during the fair and the jazzahead! Festival are also aimed at the general public. Since 2011, this festival, together with around 60 cooperation partners, has presented the cultural scene of a different partner country each year, plus bands from all over the world as part of the CLUBNIGHT, in which around 30 venues in Bremen participate. Since 2015, jazzahead! has been funded by the German Federal Government's Commissioner for Culture and the Media. In 2019 it was awarded the title of European Cultural Brand of the Year.

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