



3 i 4 de maig
El Molino (Barcelona)

JORNADES PROFESSIONALS

MERCAT DE MÚSICA VIVA DE VIC

ACCÉS AL MERCAT MUSICAL DEL REGNE UNIT

THE KEYS ACCESSING INTERNATIONAL MARKETS

Promotional and contracting strategies to access to British music market

Objective

To inform Catalan companies as to the current reality of the music market of United Kingdom and to provide an overall insight based on the experience of a wide range of professionals representing festivals, concert venues, associations and booking agencies.

To enable Catalan companies to make contact with their counterparts and offer them suitable artistic products to be programmed in Italy and to improve professional exchanges through networking.

Target Audience:

Professionals working in the Catalan Music Industry: management companies, concert hall and festival directors, public theatre programmers, bookers, agents and promoters.

Programme Schedule

Thursday May 3rd

09h45 – Arrival of participants to the venue El Molino

10h00 – **Session 1**

Booking criteria. The real possibilities of Catalan/Spanish bands being booked at British Festivals.

Speakers: **Dan Raffety** (Shambala Festival), **Steve Mead** (Manchester Jazz Festival), **Jo Frost** (Songlines), **Emma Zillman** (From The Fields Music Festivals). Moderator: **Mar Pérez** (ICEC-London)

11h30 -Coffee break

12h00 – Session 2

Introducing the British market through Catalan experiences.

Speakers: **Arnau Sabaté** (Primavera Sound), **Jordi Puy** (Sound Diplomacy), **Maria Lladó** (Institut Ramon Llull), **Mar. P. Unanue** (ICEC-London). Moderators: **Marc Lloret / Oriol Roca** (MMVV)

13h30 – Lunchtime

16h00 – Session 3

Developing careers in the British market. Sizing expectations.

Speakers: **Neal Thompson** (Focus Wales), **Miguel Santos** (Red Orange), **Paul McGivern** (Pitch & Smith Ltd), **Beverley Whitrick** (Music Venue Trust). Moderator: **Xavier Céster** (ICEC)

17h30- End of the session

21h00 - 00h30: **3 Showcases and informal networking with the delegates at El Molino**

21h30-22h00 1st Showcase: **Marcel Lázara i Júlia Arrey**

22h15-22h45 2nd showcase: **The Sey Sisters**

23h00–23h30 3rd showcase: **Museless**

23h45-00h30 DJ Music

Friday May 4th

Speed-meeting Sessions

09h45 – Arrival of participants

10h00 – 13h00 - Speed-meetings involving all the participants (to apply for a meeting you have to get registered at the conference through our website www.mmvv.cat)

PAY ATTENTION!!! The sessions 1 and 3 will be in English. There will not be translation service

Organize:



**Mercat de Música
Viva de Vic**



**Generalitat de Catalunya
Departament de Cultura**

Collaboration:



Supported:



ARC
Associació Professional
de Representants, Promotors
i Managers de Catalunya



BRIEF PROFESSIONAL PROFILE OF BRITISH SPEAKERS:

Jo Frost

Jo is editor of Songlines, one of the most widely read and respected publications on music from around the world, first launched in 1999. She's attended many music festivals and events internationally and has spoken and been on the showcase selection panels for WOMEX and Babel Med.

<https://www.songlines.co.uk/>

Maria Lladó

Graduate at Humanities studies, Performing Arts and Music Sciences Management. Maria Lladó was the music delegate at the Balearic Islands local Government during the period 2000-2004. During the past 15 years, she has developed her professional experience in public institutional music management, focussed at programmes for international promotion of Catalan music.

<https://www.llull.cat/english/home/index.cfm>

Paul McGivern

As a Booking Agent at international live music agency, Pitch & Smith, I book EU/UK and Worldwide tours for a diverse roster of artists such as Clap Your Hands Say Yeah, Josh Rouse, Yuna, This Is The Kit, Dr Dog, Dillon and many more, helping to build their live careers through club touring and also placing them on Festival stages across EU/UK and the globe.

<https://www.pitchandsmith.com/>

I am also on the programming team for Concert Studio events in Barcelona, including Festival Jardins de Pedralbes, and Festival Mil.lenni, working on the previous 5 editions.

<http://www.festivalpedralbes.com/>

Stephen Mead

Steve Mead is Artistic Director/CEO and co-founder (in 1996) of Manchester Jazz Festival (mjf), where he has pioneered programmes for talent and audience development and commissioning new work. mjf won the Europe Jazz Network Award for Adventurous Programming (2016), the Artistic Director's Exchange Award (2017) and is a PRS Foundation Talent Development Partner. Steve is also Creative Director for Jazz North, the jazz development agency for the north of England, is vice-chair of the UK-wide Jazz Promotion Network and sits on advisory panels for Serious and PRS Foundation.

<https://www.manchesterjazz.com/>

Mar Pérez Unanue

In October 2011 I moved from Barcelona to London and I started working as head of Catalan Arts/ ICEC London Office. One of my main jobs is to help companies and artists based in Catalonia to get access to international markets, and be present at professional fairs, market events and festivals, focusing in the UK scene, as well as Ireland, USA, Canada and Asia. Our will is to establish links with other professionals and organizations both ways, mostly to build cultural and professional bridges between Catalonia and the rest of the world, exploring opportunities and finding partners.

<http://www.catalanarts.cat/web/?q=en>

Jordi Puy

Jordi Puy has more than twenty years of experience in arts and music management. He holds a degree in Law from Barcelona University, IP studies at Stockholm University and Arts Management courses at Birkbeck University. Jordi lived in London for over seven years, where he directed the Catalan! Arts export office for the UK and Ireland, working on the creation and implementation of music and arts export strategies for the Catalan government. In April 2011 he moved back to his hometown, Barcelona, and started working as international business development consultant. In 2013 he joined forces with his business partner Shain Shapiro to create Sound Diplomacy, company that co-owns and co-directs since then. Sound Diplomacy is the leader of the Music Cities movement, which sees culture built into the urban environment through policy. Sound Diplomacy helps governments develop healthy music ecosystems to create vibrant, exciting communities. They have worked in over 75 cities and 30 countries around the world.

Jordi has also participated as guest lecturer and contents consultant for numerous universities and trade organisations, such as Universidad de Antioquia (Colombia), ITESO (Mexico), ESADE (Barcelona) or Universitat Pompeu Fabra, and as panelist and panel moderator in numerous music conferences in Europe and South, Central and North America.

Dan Raffety

Dan co-founded Shambala Festival in 2001 and is Managing Director of Kambe Events. His principal role is as Musical Director of Shambala- he curates the festival's four main stages as well as taking care of all of the production and management of the stages. Kambe Events is the award winning company that owns and runs Shambala Festival and several other events across the UK as well as being a Sustainable Event Consultancy. As well as booking bands from the UK, Europe and around the world for 18 years he also established and ran a record shop, Jibbering Records, for 10 years until it closed in 2009. He is passionate about great music and knows how to make a show run as smoothly as possible.

www.shambalafestival.org

www.kambe-events.co.uk

Arnau Sabaté

I have worked in the music industry as a promoter, manager, booker and involved in running record labels. I've accrued a wealth of experience in marketing, working in different areas of culture and music such as social media, communication and digital strategy. On my previous job, I was coordinating the Jägermusic program in Spain, so I'm in constant touch with both national and international scenes, where I have many trusted contacts. Now, I've recently been added to the booking team of Primavera Sound, where I work as an international booking agent for Primavera Sound Barcelona & Porto, Primavera Club Barcelona & Madrid and headline shows.

<https://www.primaverasound.com/>

Miguel Santos

Miguel Santos is the director of Red Orange Arts Agency (www.redorange.org.uk), Red Orange Recordings (www.red-orange.co.uk) and LIFEM - London International Festival of Exploratory Music (www.lifem.org.uk) and a programme maker at Resonance FM (www.resonancefm.com). He was the director of the Atlantic Waves Festival, which took place in London between 2001 and 2008, and compiled the CD series "Exploratory Music from Portugal", distributed with Songlines and The Wire magazines, as well as "Exploratory Music from Estonia", distributed with The Wire magazine.

Neal Thompson

Co-founder of FOCUS Wales, and conference booker for the FOCUS Wales festival.

<http://www.focuswales.com/>

Beverley Whitrick

Strategic Director, Music Venue Trust. Music Venue Trust is a registered charity, created in January 2014 to protect the UK live music network by securing the long term future of grassroots music venues. We work to gain recognition of the essential role these venues fulfil, not only for artist development but also for the cultural and music industries, the economy and local communities. We aim to preserve and improve venues, making them more efficient and improving the experience for performers and audiences. Beverley's role includes the running of the Trust, co-ordination of campaigns and communication, fundraising, profile raising, building the ever-growing database, producing Venues Day, developing the Music Venues Alliance, liaising with arts and cultural sector partners and representing Music Venue Trust (and through it the Music Venues Alliance) at national and international meetings.

Beverley has over 20 years' experience of Arts Development, event management, tour co-ordination, building networks, funding, evaluation and strategy. She has worked as a local government Arts Development Officer in 3 different authorities and as a freelance Arts Consultant in London and Barcelona.

beverley@musicvenue trust.com

<http://www.musicvenue trust.com/>

Emma Zillman

Emma joined From The Fields in 2015 to assist director Andy Smith. She is now Programming Director, and responsible for booking hundreds of artists across 26 stages at 4 festivals. These include Kendal Calling, Bluedot, Electric Fields and Off The Record.

<https://www.kendalcalling.co.uk/>

<https://www.discoverthebluedot.com/>

<https://www.offtherecordfest.com/>

<http://electricfieldsfestival.com/>