



**build back better**

# International Crash Course #1

*(BBBS, Musikcentrum Öst 2022-02-09)*

## Keynotes:

- *Danielle Oosterop* — Agent and Artist Manager
- *Ragnar Berthling* — Managing director Musikcentrum Öst
- *Jesper Thorsson* — CEO Export Music Sweden

# Danielle Oosterop Music Management



## Danielle Oosterop music management

[Home](#) [Artists](#) [Tour periods](#) [Contact](#)

### Contact

Posted on [November 2, 2012](#) by [admin](#)

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skype dmoosterop  
[facebook](#)



ARTISTS

- Angles 9
- Julien Desprez ABACAXI
- Rodrigo Amado This Is Our Language 4tet
- Atomic
- Christer Bothén 3
- Ingebrigt Håker Flaten KNARR
- Murray / Håker Flaten / Nilssen-Love
- Nate Wooley
- Paal Nilssen-Love CIRCUS
- Paal Nilssen-Love's Large Unit
- Paal Nilssen-Love New Brazilian Funk
- Sidsel Endresen & Stian Westerhus
- Trondheim Jazz Orchestra & Ole Morten Vågan

Search

# How to find venues & Festivals?

## Overview:

- Europe Jazz Network: [www.europejazz.net](http://www.europejazz.net)
- Members page, 173 hits
- Subscribe to their newsletter

# National websites:

- Belgium: <https://www.jazzinbelgium.com>
- Netherlands: <https://vnjj.nl/#leden>
- Germany: Wegweiser jazz - <https://www.jazzinstitut.de/wegweiser-jazz-3/?lang=en>
- Austria: <https://db.musicaustria.at/organisationensuche>

*Under 'erfasst als' choose Festival/Vernastaltungsreihe and click 'Suchen'*

- France: <https://ajc-jazz.eu/en/members-page/>
- Canada: <http://www.jazzfestivalscanada.ca/festivals/>

# Hard facts:

- Find out where artist you feel related to played
- Subscribe to their newsletter
- (web) magazines: go through their agenda's and news sections

# Database — the core of everything #1

Add notes:

- Where did you hear about this place, who played there
- When you mailed/phone/met them, did they answer?
- How long in advance do they book
- How to best approach them (mail, messenger, phone call?)
- Financial deals: your offer, their answer, final deal

# Database — the core of everything #2

Add photo:

- Make sure you can search for country, city

Make groups, for example:

- festivals per month
- venues to approach first
- venues who book far in advance
- Press
- Fans, for a mailinglist
- etc



Questions:

Ragnar Berthling:

Managing Director Musikcentrum Öst

[ragnar@musikcentrum.se](mailto:ragnar@musikcentrum.se)

[www.musikcentrumost.se/en](http://www.musikcentrumost.se/en)

# Going through the buzz at expos/showcase festivals + some useful tips for an international career!



# What is a showcase/festival expo?

- Industry gathering
- Often focused on emerging artists
- Often mixed with local audience
- Always A LOT more seller than buyers
- You can apply as a band/artist
- Do it right, can start a global career
- Do it wrong, waste of time and money



# Broad expos/fairs

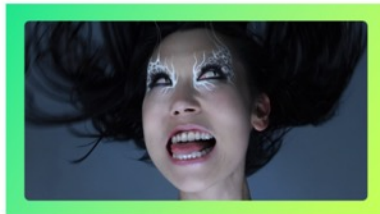
SXSW 2022: March 11–20 | Austin, TX [📅 Dates & Deadlines](#) [SXSW 2020 Class Action Settlement Information](#) [Attend](#) [Housing & Travel](#) [Sponsors](#) [Merch](#) [SXSW Channels](#)

**SXSW** CONFERENCE FESTIVALS EXHIBITIONS AWARDS [Schedule](#) [News](#) [Covid-19 Guidelines](#) [REGISTER NOW](#)

## Announcing the 2022 SXSW Film Festival Lineup

EXPLORE FEATURES, SHORTS, EPISODICS & MORE

»



**SASAMI, María Toledo, Baby Queen & More – 2022 SXSW Music Weekly Roundup**



**British Music Embassy Lineup at SXSW 2022: Priya Ragu, Yard Act, Nova Twins & More**



**2022 SXSW Film Festival Lineup Announced Including Atlanta Season 3 Premiere on Closing Night**



**What is a Smart Contract: Attend the Blockchain Creative Labs Digital Ledger Activation at SXSW**

# Broad expos/fairs



**ESNS**<sup>18</sup> — 21 JAN 2023  
GRONINGEN NL

HOME FESTIVAL CONFERENCE AWARDS TALENT RADAR

LOGIN TICKETS

[f](#) [t](#) [i](#) [v](#) [y](#)

## Welcome to ESNS

RE-WATCH THE ESNS22  
CONFERENCE

RE-WATCH THE ESNS22  
SESSIONS

GET YOUR EARLY BIRD TICKETS FOR ESNS23

**ESNS 2023 • 18-21 JANUARY • GRONINGEN. NL**

# Broad expos/fairs



21 - 24 SEPTEMBER 2022



FESTIVAL

CONFERENCE

NEWS

MEDIA

STREAMING  
PLATFORM

INTERNATIONAL

INFO

BUY  
TICKETS

→ CHECK OUT OUR  
STREAMING PLATFORM

## DIGITAL REVIEW



→ SAVE YOUR  
TICKET FOR 2022

→ TO THE BYTE FM PODCAST

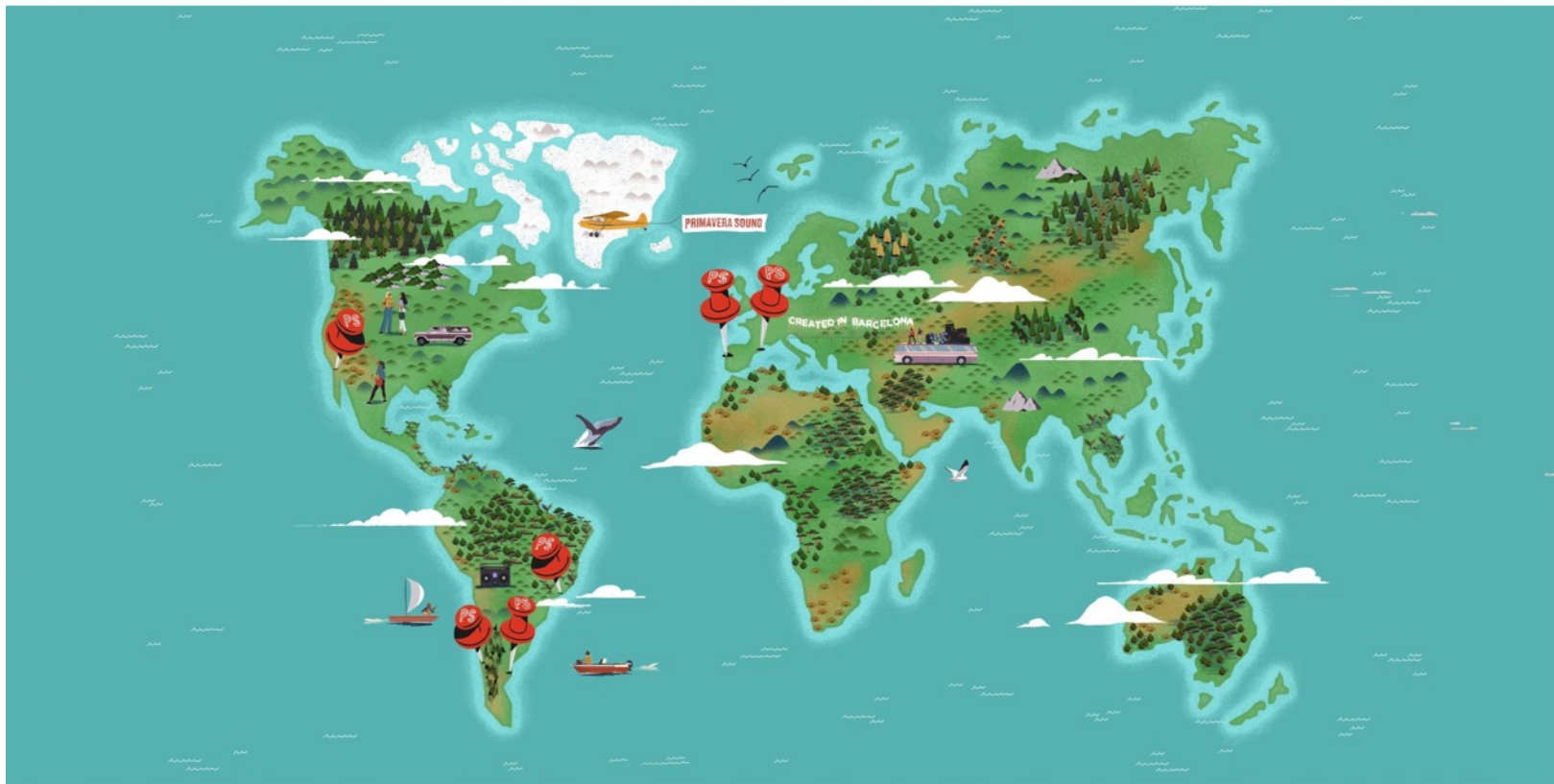


# Broad expos/fairs

**PRIMAVERA  
SOUND**

FESTIVALS TOURS RADIO PRO

PS UNIVERSE FORUM PRESS CONTACT



**NOW ON RPS**  
#380 Cinema and series | Agatha Christie, Mysterious Ladies and Death on the Nile, with The Bloody Girls





# Broad expos/fairs



SXSW 2022: March 11–20 | Austin, TX [Dates & Deadlines](#) [SXSW 2020 Class Action Settlement Information](#) [Attend](#) [Housing & Travel](#) [Sponsors](#) [Merch](#) [SXSW Channels](#)

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EXPLORE FEATURES, SHORTS, EPISODICS & MORE


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**SASAMI. María Toledo. Baby Queen**



**British Music Embassy Lineup at**



**2022 SXSW Film Festival Lineup**



**What is a Smart Contract: Attend**

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Got it!

# Niche — folk & world

NEXT EDITION 📅 19-23 OCT 2022 📍 Lisbon, Portugal

MyWOMEX Login Search

WOMEX  
WORLDWIDE | MUSIC | EXPO

About ▾ Take Part ▾ Prepare ▾ Programme ▾ Press ▾ virtualWOMEX ▾


## LIVE AT WOMEX 21


WORLDWIDE | MUSIC | EXPO


### REWATCH LIVE CONCERTS

[See some of the live Showcases at WOMEX 21 here.](#)

Call for Proposals [Submit Now →](#)

 **Network with virtualWOMEX**  
Use our year-round platform and delegate directory to follow up on your WOMEX contacts.  
[Browse here »](#)

 **Recap WOMEX 21**  
Enjoy and revisit the best moments captured in photos of WOMEX 21 in Porto, Portugal.  
[See more »](#)

 **WOMEX 21**  
Took place in Porto. Get to know the city and the venues!  
[Find out more »](#)



# Niche — folk & world

global**FEST**

ABOUT ▾ ARTISTS ▾ ATTEND ▾ APPLY ▾ SUPPORT ▾



# Niche — folk

The image shows a screenshot of the Folk Alliance International website. At the top left is the logo for 'folk ALLIANCE INTERNATIONAL'. To its right is a navigation menu with the following items: HOME, ABOUT, JOIN, PROGRAMS, CONFERENCE, WEBINARS, RESOURCES, NEWS, DONATE, and a red button labeled 'MEMBER LOGIN' with a magnifying glass icon. Below the navigation is a large photograph of two women on a stage. The woman on the left is wearing a black top and holding a microphone. The woman on the right is wearing a black top with a white polka-dot scarf and is also holding a microphone. In the background, there are screens displaying colorful abstract graphics. Below the photograph is a red banner with the text 'NEW DATES!' in white, bold, uppercase letters. To the left of the banner is a graphic of a blue and orange bird flying over the word 'folk' in a stylized, blue, lowercase font.

**folk**  
ALLIANCE INTERNATIONAL

HOME ABOUT JOIN PROGRAMS CONFERENCE WEBINARS RESOURCES NEWS DONATE MEMBER LOGIN

**FOLK  
ALLIANCE  
INTERNATIONAL**  
Preserve. Promote. Present.

FAI is an arts nonprofit founded in 1989 to connect folk music leaders aiming to sustain the community and genre worldwide.

**NEW DATES!**

# Niche — classical/contemporary

NEXT EDITION 17 - 20 MAY 2022 HANNOVER, GERMANY Register Now! MyClassical:NEXT Login Search

## Classical: NEXT

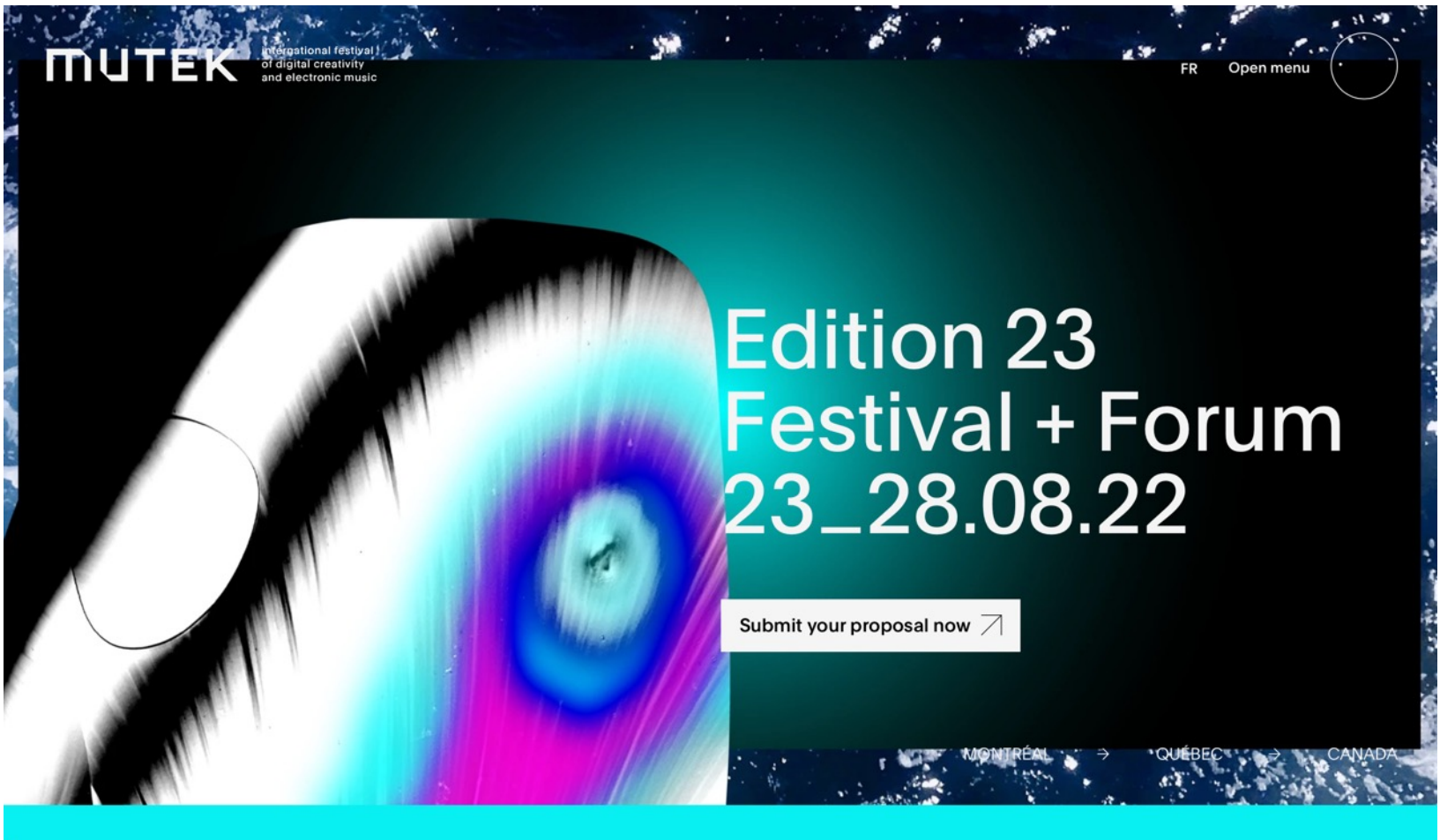
About Take Part Prepare Programme Press Community

Register Now [More info →](#)

- What Is Classical: NEXT**  
The largest global gathering of professionals for all sectors of classical and art music.  
[Read More »](#)
- Reach Out With C:N NET**  
Use our year-round platform and delegate directory to follow up on your Classical: NEXT contacts.  
[Browse here »](#)
- Locations & Venues**  
Check our new Locations & Venues in new host city Hannover  
[See more »](#)



# Niche — Electronic (art)



The image shows a website banner for MUTEK. The background features a stylized, abstract graphic of a human eye with vibrant, multi-colored (cyan, magenta, blue) light trails emanating from it, set against a dark, starry space background. The MUTEK logo is in the top left, and navigation links for 'FR', 'Open menu', 'MONTREAL', 'QUEBEC', and 'CANADA' are in the top right. A central text block announces 'Edition 23 Festival + Forum 23\_28.08.22' with a 'Submit your proposal now' button.

**MUTEK** International festival of digital creativity and electronic music

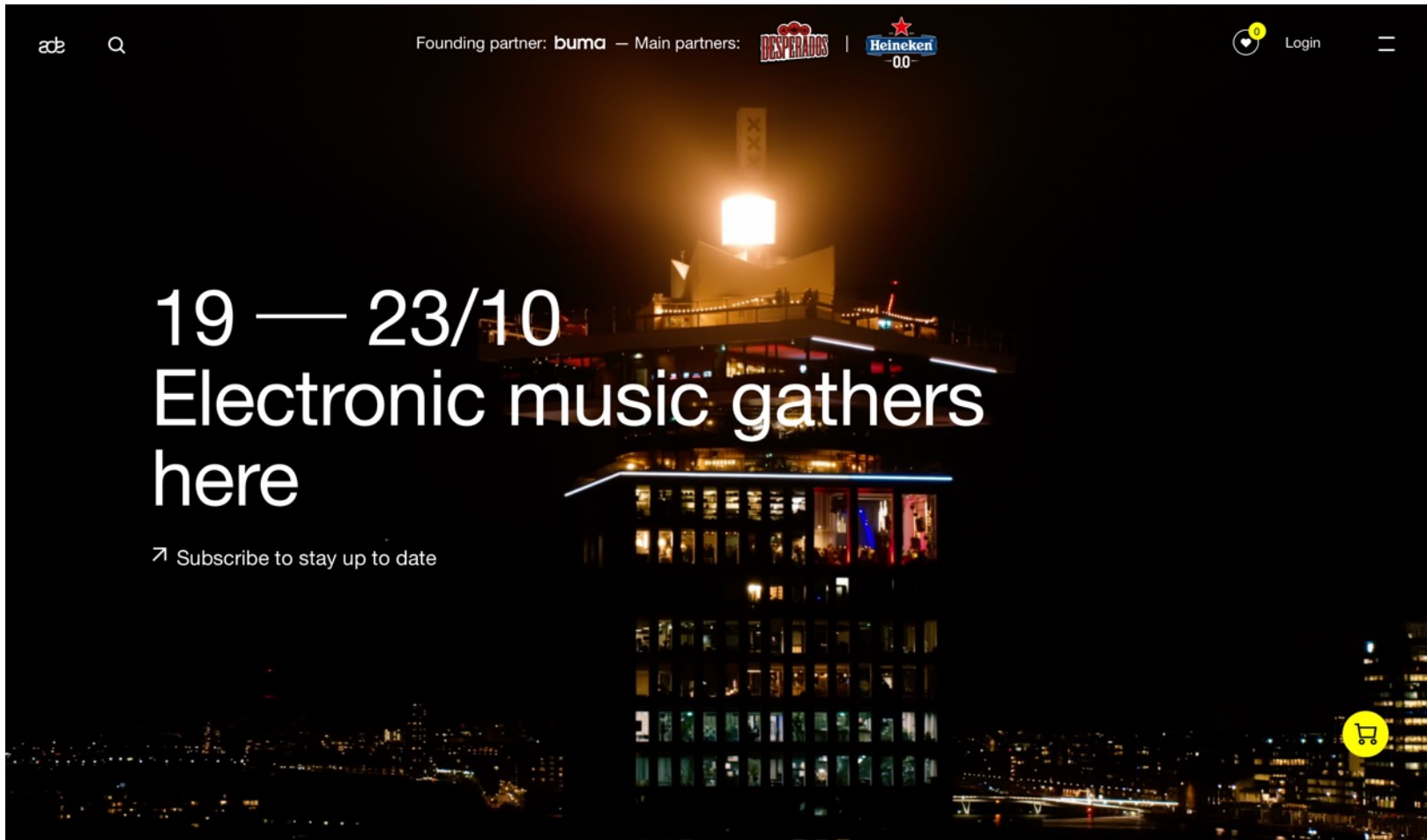
FR Open menu

## Edition 23 Festival + Forum 23\_28.08.22

[Submit your proposal now ↗](#)

MONTREAL → QUEBEC → CANADA

# Niche — Electronic (dance)

A website banner for an event. The background is a night photograph of a modern building with a large illuminated tower on top. The text is overlaid on the left side. At the top, there is a navigation bar with a logo, a search icon, partner logos (buma, Desperados, Heineken), a login button, and a menu icon. A yellow shopping cart icon is in the bottom right corner.

acb

Founding partner: **buma** — Main partners: **DESPERADOS** | **Heineken**

0 Login

## 19 — 23/10

# Electronic music gathers here

➤ [Subscribe to stay up to date](#)

🛒

# Genre hybrids

**TMW** TALLINN MUSIC WEEK  
04.05.—08.05.2022

SALE! — TMW 2022 PASSES AND TICKETS ON SALE! — TMW 2022 PASSES AND TICKETS ON SALE! — TMW 2022 PASSES AND

**FESTIVAL FOR TOMORROW'S MUSIC, ARTS AND IDEAS**

04.05.—08.05.2022 **NEW!**

Presented by: **Telia**

**SUSTAINABLE DEVELOPMENT GOALS**

**TMW 2022 passes & tickets**  
TMW 2022 passes and tickets with the best price!  
[READ MORE](#)

**TMW 2021 Aftermovie**  
Relive the 13th edition of TMW!  
[READ MORE](#)



HALL



Postimees





# Genre hybrids

**FESTIVAL TICKETS** **DELEGATE PASSES** **BOOK HOTEL**

11 - 14 MAY 2022

BRIGHTON - UK

**THE GREAT ESCAPE**

\* THE FESTIVAL FOR NEW MUSIC \*

LINE UP **APPLY TO PLAY** MERCHANDISE NEWS

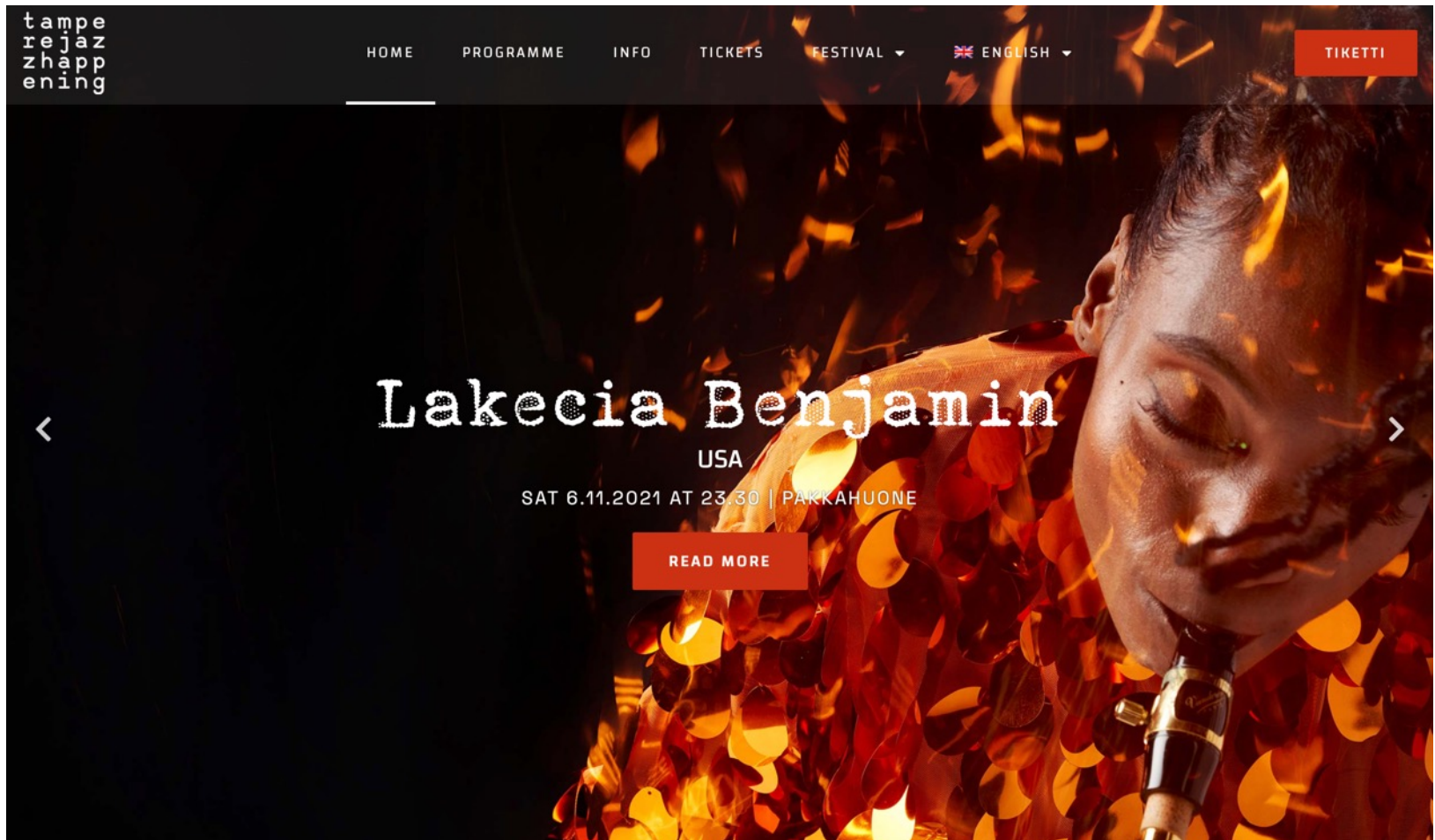
**ROAD TO GREAT ESCAPE SHOWS**

The image shows a website header for 'THE GREAT ESCAPE' festival. At the top, there are navigation links for 'FESTIVAL TICKETS', 'DELEGATE PASSES', and 'BOOK HOTEL'. The main banner features a colorful geometric background with the dates '11 - 14 MAY 2022' and the location 'BRIGHTON - UK'. The festival title 'THE GREAT ESCAPE' is prominently displayed in a black oval. Below the title, it says '\* THE FESTIVAL FOR NEW MUSIC \*'. A horizontal menu contains links for 'LINE UP', 'APPLY TO PLAY', 'MERCHANDISE', and 'NEWS'. The bottom section of the banner features the text 'ROAD TO GREAT ESCAPE SHOWS' in large, bold, white letters on a black background, flanked by two white diamond shapes containing a plus sign.




# Industry spotlight — no applications



# Industry spotlight — no applications



tampe  
rejaz  
zhapp  
ening

HOME PROGRAMME INFO TICKETS FESTIVAL   ENGLISH  [TIKETTI](#)

< **Lakecia Benjamin** >

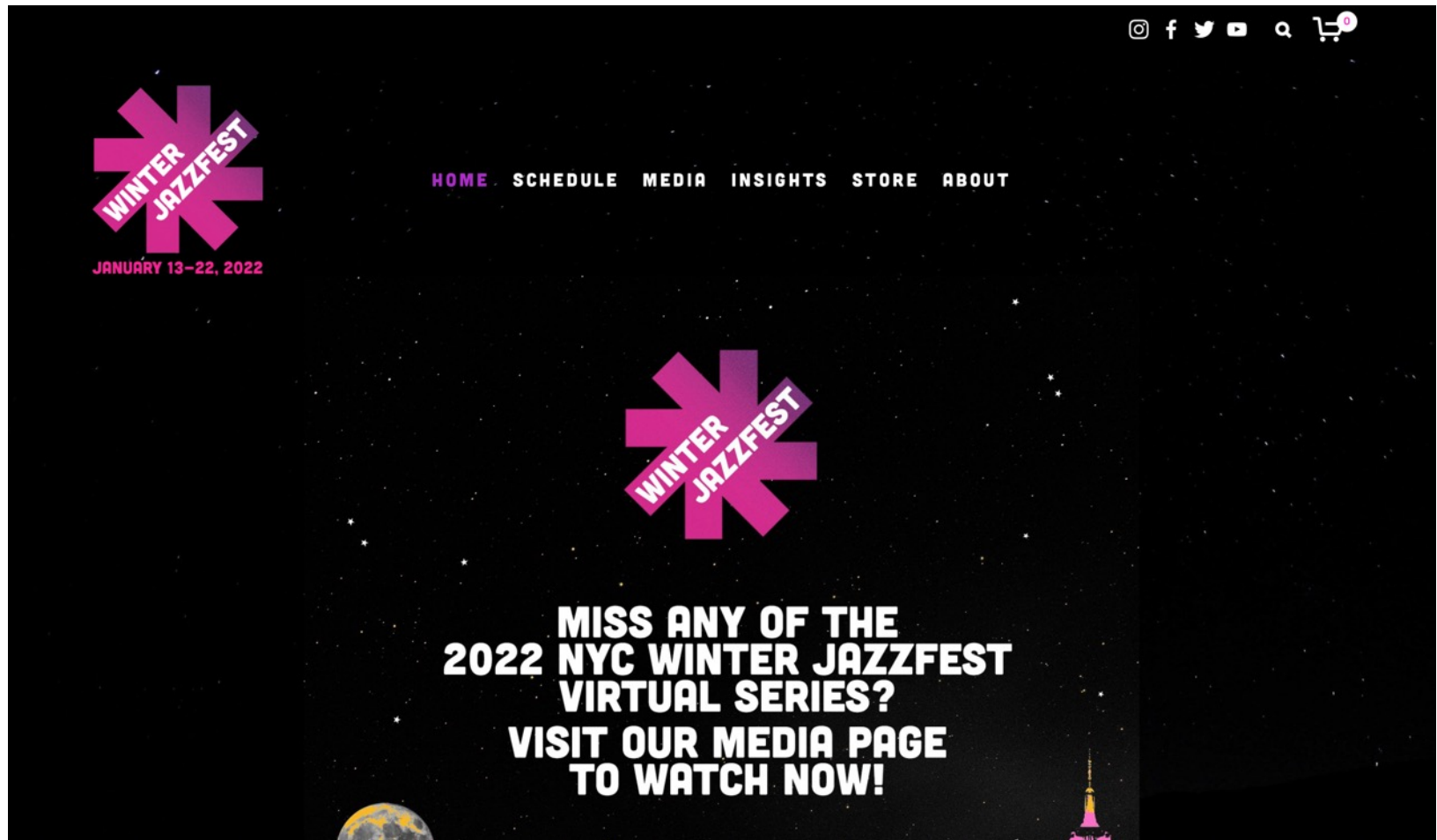
USA

SAT 6.11.2021 AT 23.30 | PAKKAHUONE

[READ MORE](#)



# Industry spotlight — no applications



The image is a screenshot of the NYC Winter Jazzfest website homepage. The background is a dark, starry space scene with a small globe of Earth in the bottom left and a pink, illuminated tower in the bottom right. In the top right corner, there are social media icons for Instagram, Facebook, Twitter, YouTube, and a search icon, along with a shopping cart icon containing the number '0'. On the left side, there is a pink starburst logo with the text 'WINTER JAZZFEST' and 'JANUARY 13-22, 2022' below it. In the center, a navigation menu lists 'HOME', 'SCHEDULE', 'MEDIA', 'INSIGHTS', 'STORE', and 'ABOUT'. Below the navigation menu is a larger version of the pink starburst logo. At the bottom center, there is a white text announcement: 'MISS ANY OF THE 2022 NYC WINTER JAZZFEST VIRTUAL SERIES? VISIT OUR MEDIA PAGE TO WATCH NOW!'.

WINTER JAZZFEST  
JANUARY 13-22, 2022

HOME SCHEDULE MEDIA INSIGHTS STORE ABOUT

WINTER JAZZFEST

MISS ANY OF THE  
2022 NYC WINTER JAZZFEST  
VIRTUAL SERIES?  
VISIT OUR MEDIA PAGE  
TO WATCH NOW!

# And Sweden?



MENY



sök

## Nordic Folk Alliance

### **Nordic Folk Alliance 2022**

———— **NORDIC** ————  
**FOLK ALLIANCE**

————  
**APRIL 20-22 2022**

GOTHENBURG, SWEDEN

Nordic Folk Alliance will take place in Gothenburg, Sweden, April 20-22 2022. It is a showcase festival and meeting place for musicians, music industry, and lovers of folk music and global roots.

# And Sweden?

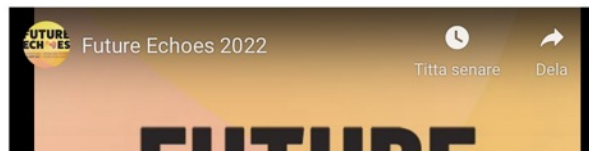
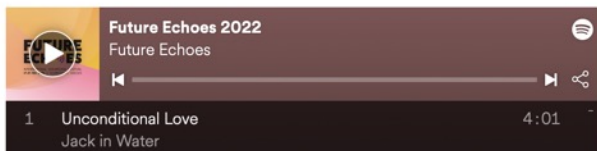


ARTISTS SPEAKERS CONFERENCE DELEGATES GIGPLACES TICKETS ABOUT VOLONTÄRER

## FUTURE ECHOS

INTERNATIONAL SHOWCASE FESTIVAL  
17-19 FEB 2022 // NORRKÖPING, SWEDEN

AGATA KARCZEWSKA (PL) AGNES MATSDOTTER (SE) A.L.E.K.S. (BG) ALEXANDRA ALDEN (MT) ALINA AMURI (CH) ALMOSTONE (SE) ANNA ARCO (SE) AWAZE (SE) BANDICOOT (UK)  
BARA JONSON & FREE (SE) BELLA SKYLLER (SE) BELLE ROSCOE (AU) BLÅ (SE) BLÁNID (IE) BLUEPHOX (SE) BLURRY FUTURE (DE) BONANDER (SE) CHAILD (LU) CHOP FLY (SE)  
CLASSIC WATER (NL) CORDUROY (SE) DANIEL LEVI (EE) DECLAN O'DONOVAN (CA) EÄDYTH (UK) EYRE LLEW (UK) FELIN (SE) GAEYA (SE) GASP (SE)  
GOLD MASS (IT) GRAPELL (SE) HOLA CHICA (ES) INTERNET FRIENDS (SE) IOVA (RO) ISABELLE KONGSHAUG (SE) JACK IN WATER (UK/ES) JADED FAITH (SE)  
JANSKY (ES) KAPIL SESHASAYEE (UK) KID VICIOUS (SE) KING BORNEO (SE) KREKHAUS (BG) LA MER (SE) LAVA FIZZ (ES) LIA HIDE (GR)  
LILY ARBOR (SE) LIVE IN COLOR (SE) LUSITANIAN GHOSTS (PT/SE) MALIN ANDERSSON (SE) MAZ (LU) MIKAELA FINNE (SE)  
MINAS (UK) MY LITTLE WHITE RABBIT (DE) OSKA (AT) PLANET CASE (FI) REACH (SE) REBECCA LOU (DK)  
ROMANO NERVOSO (BE) RYAN EDMOND BAND (AU/SE) SAM FLORIAN (SE) SAM SHAKY (FI) SATCH (UK)  
SIAMESE ELEPHANTS (AT) SIMPLY DEAD (SE) SKYGGE (FR) SUN (FR) THE CONFUSIONS (SE)  
THE LEMON LOVERS (PT) THE MAGNETTES (SE) THE PRUSSIANS (ES)  
TOBIAS JENSEN (CH) TROPE (CA/BG)



# And Sweden?



FESTIVAL ▾ CONFERENCE ▾ TICKETS VOLUNTEERS ABOUT ▾ ARCHIVE ▾ 🔍



## Welcome to Live at Heart

Is it the goosebumps you get from hearing a freakishly good song? Is it the excitement you feel when getting a new genius idea? Is it the warmth of someone's arm around you when walking the streets of Örebro? Is it the joy of finding a new business opportunity.

Or is it that feeling of anticipation when they finally turn down the lights in the cinema.

To us, it's all of those things – and much, much more.

Live at Heart is one of Scandinavia's biggest business festivals and industry



# And Sweden?



PROGRAM MENY 



## ENGLISH SUMMARY

For more than 50 years, this unique scene for jazz and improvised music has been a regular musical event in Umeå. Over the years, this cultural and innovative center in the north of Sweden has produced the highest yield of jazz musicians in our country. It also holds one of the most excellent Jazz Clubs - Umeå



UMEÅ JAZZFESTIVAL 27-31 OKTOBER 2021

KÖP BILJETT

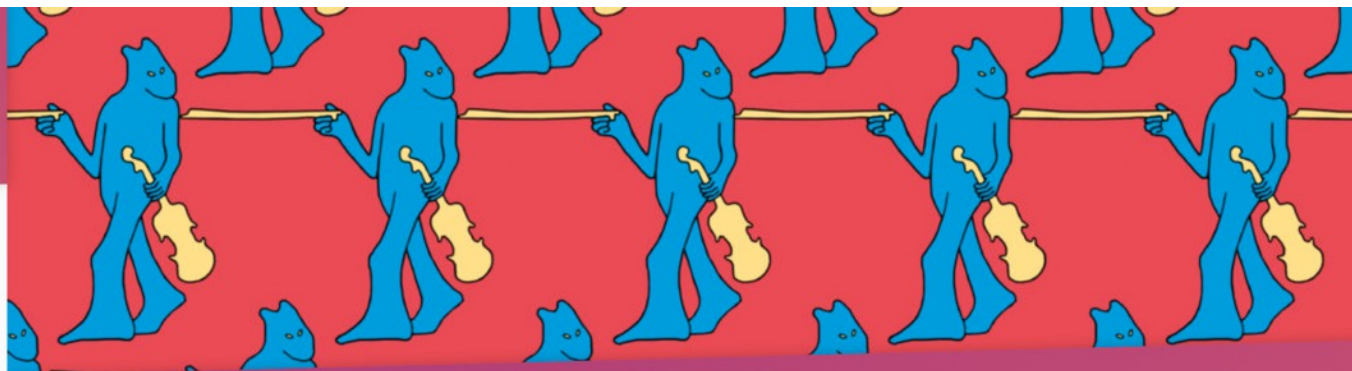


# And Sweden?

Folk & Världs  
MUSIKGALAN

Välkommen  
Biljetter  
Seminarieprogram

Om coronaviruset  
Press  
Kontakt  
Årets Jury



## VI SES 2023 ...

Efter elva folk- och världsmusikgalor varav den sista helt digital, tar galan nu paus 2022 för att återkomma som biennial våren 2023. Och då kommer vi att hålla till i Skellefteås nybyggda kulturhus Sara - vi ses där!!



## Senaste nytt



- Structure
- Team
- Visibility/digital tools
- Knowledge
- Network/contacts
- Financial resources
- Time
- A story

# Structure: 3 year plan!

- What will happen next three years?
- Go through your overall financing over the period.
- Make a fair estimate of performance fees, travel and accommodation costs. Consensus in the group.
- What's in pipeline for the period — releases, distribution, tours, possible markets?

# Team?

- Agent/management/booking?
- Publisher?
- Publicist/PR?
- Art director?
- Video director?
- Web
- Other

# Visibility/digital tools:

- Web page in order
- Teaser < 59 sec, most important tool for meetings and invites. (include press quotes, booking info, if you have a showcase, make it like an invitation).
- Video, rather live with good quality than "artistic".
- Social media, update, define purpose between Facebook, Insta etc. Remember to use them at site, especially if you have a showcase.
- Physical carriers(CD, usb, vinyl, dvd?)
- Printed material, flyers, business cards (always).
- Business cards, consider the size, look, qr-code, temporary or permanent.

# Knowledge, examples of homework:

- Pick 3 important markets and do your homework.
- Pick a few artists/acts, that you respect and see how they present themselves/how their agents present them.
- Do the same with managers/bookers.
- Penetrate three festivals per market and go through their program / presentations a few years back in time..

# Network/contacts

- Who do you know?
- How do you keep old contacts in your network?
- Who do you need to know?
- How do you find them?
- What can you offer?
- How do you approach them?
- Etc... that is... expand your network, deepen your relations, nurse them, care for them, bring them closer...



# Financial resources:

- Own funds
- Grants
- Regular support
- Showcase support

# Time:

- Make a careful time estimation
- Make a careful time "budget"
- Discuss roles and
- Split up in the band

# The story:

- Music/performance is just a part of what you do.
- USP
- How shall others tell your story?

# Preparations for the fair:



# Book meetings!

- Split the fair in 30 minute slots
- Do your home work, both before you take contact and before have the meeting!
- Short & precise!
- Be personal
- Use quotes
- Name in the subject box!
- Brag moderately!
- Graphical element.
- Rather links from image (f ex image with play button) than text links
- Teaser!! 59 sec.



# The buyer

— festival, venue, klubb, agent etc:

- Make it easy for the buyer. Concise material with all relevant info.
- Train your pitch, you only got one chance.
- Elaborated quotes, not long reviews.
- Well balanced tools — a well edited short teaser is often the best.

# Check on the fair:

- Opening hours (might be obvious but...)
- Lodging, is there a lobby, can I have meetings there?
- Match make/pitching sessions?
- Plan your time, booked meetings, lunch, walk around time.
- Image-google your meetings and save. Good impression to go the right person and useful if your appointment doesn't show up.
- Which countries has elaborate stands? Organised match makes?
- Try to keep track on drinks, gatherings, brunches etc. Good opportunities to network.
- Other, showcases, seminars, updates...

# At the fair!



# Morning:

- Mail a reminder about when and where you'll meet.
- Check through the meetings before noon, make some notes, questions. Good if connected to the person you'll meet.
- Exercise, morning jog, walk, catch a gallery and calm down, take care of yourself...

# Day & Night:

- Keep track on meeting times (Excel is excellent). But you might as well use pen and paper, whatever you like.
- Use an i-pad for demos and your notes.
- Good headphones, no in ears!
- Take quick notes
- Be nice but no goof talk.
- Respect when the meeting is over.
- Take a break for reflection now and then.
- Aps and schedules in order!!
- Flexibility (many rebook/cancel meetings)
- Always use the time! (queue for bath room, coffee, there's always a contact to make)
- Water!
- Let go of your shyness!
- Use the bar, but don't overdo the booze, or keep sober. Always have your business cards at hand, flyers, especially if you have showcase, and maybe a few USB:s for VIP's

# Back home, follow up:

- Follow up not later than the week after
- Reconnect to the topics of the meeting
- Try to make a preliminary closure and use other ongoing negotiations to get there.
- Be clear of how much you can consider to bargain.
- Don't forget the meetings that didn't happen.
- Work on the network, existing and new.



# Musikzentrum Öst:

- Use your mentor sessions
- We don't break you internationally, you have to take the important steps yourself.
- Use our career planning templates.
- Give us balls to play but understand the limited resources in staff.
- Keep your MCÖ webpage updated.
- Attend seminars, educate yourself.
- Remember, it's your music, your promo material, press coverage, quality of video's, etc that will persuade the festival, venue, promotor...

Thanks and over to Jesper!

