



Opening New Ears to Jazz

26TH – 27TH OCTOBER 2007



## THE FIRST ANNUAL UK JAZZ FORUM

An exciting two day education programme to be held on 26th and 27th October 2007 at the Mermaid Conference and Events Centre, Blackfriars, London.

Jazz Services are the hosts of this innovative event that will target music educators teaching at Key Stages 2-4 and adults.

This is the first of what will be an annual event held in different locations across the UK.

### THE FORUM BRINGS TOGETHER JAZZ EDUCATION AND THE MUSIC INDUSTRY

This event will attract teachers, tutors, music manufacturers, distributors, publishers, music education resource suppliers, professional and amateur musicians, community educators, music services, music agencies, promoters and music education policy makers to share, discuss and improve music education practice.

### DEMONSTRATIONS AND WORKSHOPS


There will be practical demonstrations given by leading jazz educators, interactive workshop sessions using the latest music technology and equipment, music specialist exhibitors and exciting performances throughout the day.

### EVENING JAZZ CONCERT

The highlight of the event will be an evening performance on the 26th October featuring prominent UK Jazz artists and a leading Youth Jazz Orchestra.



JAZZ ... the music of opportunity



JAZZ ... the music of diversity

#### WHAT ARE THE AIMS OF THE UK JAZZ FORUM?

The UK Jazz Forum is in direct response to the Music Manifesto and the national music curriculum that calls for innovative ways to provide exciting new opportunities for young people to explore, create and appreciate all music forms.


##### The UK Jazz Forum aims to:

- ♪ improve overall standards of music education
- ♪ share good music education practice
- ♪ demonstrate the benefits of jazz education
- ♪ marry jazz education with music industry needs
- ♪ foster new jazz musicians and audiences

#### WHAT OPPORTUNITIES WILL THE UK JAZZ FORUM CREATE?

In bringing together jazz education and music industry delegates the event will provide opportunities for:

- ♪ businesses to meet and identify clients' future education needs
- ♪ media networking and marketing
- ♪ firsthand knowledge of new and future education products and resources
- ♪ influencing music education policy
- ♪ strengthening education and music industry collaborations



JAZZ ... the music of communication



## WHAT WILL THE FORUM MEAN FOR YOU AS SPONSORS?

The UK Jazz Forum presents a unique opportunity for you to profile your organisation and inform others of your own music education good practice. You will directly benefit from Jazz Services national and international education and media networks and our internet marketing campaign hosted by our award winning website.



## THE BENEFITS

Your organisation's name and logo will be prominently positioned on posters, leaflets, delegation packs, programmes and presentations. The logo will also be included on our press advertisements for the event.

- ♪ Prominent acknowledgement will also be made in our extensive mailings to subscribers and Friends scheme
- ♪ Featured article in the UK Jazz Magazine
- ♪ Credit on our website and link through to your own website
- ♪ Opportunities to run a joint promotion with Jazz Services and the Mermaid Conference Centre to encourage audience crossover
- ♪ An opportunity to run a promotion and sampling during the two day programme
- ♪ Your own display or exhibition area in the foyer
- ♪ Profiled as a supporter in press articles, radio interviews, tv broadcasts

## HOSPITALITY

The award winning Mermaid Conference and Events Centre will play host to this prestigious event and is ideally situated between the City and the West End.

Located on the North Bank of the Thames, the building provides a wonderful setting to entertain guests and enjoys spectacular views towards the Tate Modern, Globe Theatre and the Millennium Bridge.

The drinks reception area is located in the Blackfriars Room which boasts floor to ceiling windows and stunning views over the River Thames.

## PROMOTIONAL OPPORTUNITIES

We will be pleased to negotiate further promotional opportunities or to make alternative arrangements to ensure you capitalise fully on your sponsorship investment.

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## JAZZ SERVICES

### WHO WE ARE

Jazz Services as an organisation is ideally placed to deliver an event of this kind.

We are the foremost support agency for the development and promotion of UK Jazz with a twenty year track record of providing a comprehensive education, consultancy, information and communication service to jazz educators and to the music industry generally.

We have the on board expertise of trustees and specialist panel members with extensive knowledge of the national and international jazz scene.

We gratefully acknowledge the support of Arts Council England



First Floor, 132 Southwark Street London SE1 0SW  
TEL +44 (0)20 7928 9089 FAX +44 (0)20 7401 6870  
info@jazzservices.org.uk  
www.jazzservices.org.uk

