AEC POP & JAZZ PLATFORM MEETING 2017

CROSS THE BAR LINE

It ain't what you do it's the way that you do it

(© Sy Oliver and Trummy Young 1939 ... Bananarama 1981)
Opening Event
Opening remarks by:
Claire Mera-Nelson
Director of Music
Trinity Laban Conservatoire of Music and Dance
Opening Event

Opening remarks by:

Eirik Birkeland
President of the AEC
Opening Event

Opening remarks by:

Stefan Heckel
PJP Chairman
KUG GRAZ
Keynote and floor discussion

What Kind of Music Do You Like?
Art and innocence in the Conservatoire

Dominic Murcott
Head of Composition and Technology at Trinity Laban
Q&A

@AEConservatoire
#AECpjp2017

AEC - European Association of Conservatoires
## Breakout Groups 12:00 - 13:00

<table>
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<th>Group</th>
<th>Room</th>
<th>Moderator</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Bonnie Bird Theatre</td>
<td>Erling Aksdal</td>
</tr>
<tr>
<td>B</td>
<td>Bar area</td>
<td>Lars Andersson</td>
</tr>
<tr>
<td>C</td>
<td>Studio 1</td>
<td>Linda Bloemhard</td>
</tr>
<tr>
<td>D</td>
<td>Studio 2</td>
<td>Udo Dahmen</td>
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<tr>
<td>E</td>
<td>Cafe Meeting Room</td>
<td>Maria Pia De Vito</td>
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<td>F</td>
<td>Conference Room 1</td>
<td>Stefan Heckel</td>
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<td>G</td>
<td>Seminar Room 1</td>
<td>Hannie Van Veldhoven</td>
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<tr>
<td>H</td>
<td>Lecture Theatre</td>
<td>Simon Purcell</td>
</tr>
</tbody>
</table>
Practical Announcements

- 11:30 - 12:00 Coffee (and tea) Break
- 12:00 - 13:00 Breakout Groups
- 13:00 Lunch at Laban Bar
- 13:45 Tour of the Faculty of Music
- 14:30 CoLab Session
Conservatoires as Innovators and Audience Developers

The PJP within the AEC’s ‘FULL SCORE’ Project

Lars Andersson PJP WG member
and
Eirik Birkeland AEC President
‘FULL SCORE’

FULfiLLing the Skills, C0mpetences and know-how Requirements of cultural and creative players in the European music sector

KEY FACTS:

- Funded by the new ‘Creative Europe’ programme (2014-20) under the strand ‘Support to European Networks’;
- Running from September 2014 to the end of August 2017;
- Most of its outputs are closely linked to AEC’s events, especially the Congress, IRC meeting and PJP Platform.
‘FULL SCORE’ STRANDS

A. To strengthen and connect the levels and branches of the music education sector

B. To strengthen and connect the quality enhancement frameworks surrounding all levels of music education

C. To ensure a full and effective engagement of conservatoire leaders in the development of a European Agenda for Music

D. To help cultural and creative players to internationalise their careers and activities

E. **To share examples of innovative approaches**

F. To draw upon the perspectives of young musicians
Audience Engagement

An important new priority in Creative Europe which helps European artists/cultural professionals and their works reach as many people as possible across Europe and extend access to cultural works to under-represented groups.

It seeks to help cultural organisations:

- adapt to the need to engage in new and innovative ways with audiences both to retain them,
- build new audiences,
- diversify audiences including reaching current "non-audiences",
- improve the experience for both existing and future audiences and deepen the relationship with them.
Strand E: actions accomplished 2014-2016

- Adopting a 3-year strategy (The Audience [Re-]engaged) to widen the scope of the AEC PJP meeting across this period
- Organising the first and the second meeting of this strategic initiative;
- Producing the first and the second Platform ‘bulletin’;
- Taking forward liaison with EJN and IASJ
Strand E Final Outcomes

- Organising the final meeting of the 3-year strategy: The Audience [Re-]engaged, addressing the roles of contemporary musicians as cultural citizens and leaders.

- Producing a final publication and a short video on audience engagement with reflections drawn from all three Platform meetings.

News from the AEC
The AEC Council

President: Eirik Birkeland, Oslo

Vice-Presidents: Georg Schulz, Graz
Deborah Kelleher, Dublin

Secretary General: Harrie Van Den Elsen, Groningen


Co-opted: Bernard Lanskey, Singapore
AEC Office Team

Nerea López de Vicuña
Office manager

Stefan Gies
Chief Executive

Linda Messas
General Manager

Sara Primiterra
Events manager

Tatiana Papastoitsi
Student Intern

Jef Cox
Project coordinator

Ángela Domínguez
Communication manager

Anastasie Betron
Student Intern
Advocacy

Advocating, networking and lobbying:

- European University Association (EUA),
- European League of the Institutions of the Arts (ELIA)
- European Music Council (EMC)
- The policy decision makers at the European Commission and European Parliament,
- EACEA - Education, Audiovisual and Culture Executive Agency
- Italy, France (ANESCAS), Spain, ...
MusiQuE - Music Quality Enhancement
European External Evaluation Body for Quality Enhancement in Music (www.musique-qe.eu)

- Accepted on the European Register of Quality Assurance Agencies (EQAR) in June
AEC Working Groups & Committees

Congress Committee (members of Council)
International Relations Coordinators WG
Pop and Jazz Platform WG
Early Music Platform WG
Artistic Research in Music WG
AEC U-Multirank WG
Project-based Working Groups:
Within AEC project FULLSCORE

Steering Committee for the Harmonization of European Music Education (SCHEME)

WG on the Revision of AEC Learning Outcomes

WG on the Quality Enhancement of Music Education

Student WG
Upcoming Events

- **Early Music Platform (EMP)**, Royal Conservatoire The Hague, 23-24 March 2017
- **European Platform for Artistic Research in Music (EPARM)**, Royal Conservatoire Antwerp, 20-22 April 2017
- **Annual Meeting for International Relations Coordinators (IRC)**, 21-24 September, State Conservatory Tbilisi, Georgia
- **AEC Annual Congress and General Assembly**, Academy of Music, University of Zagreb 9-11 November 2017
Bar Camp 1 - Intro

Introduction by

Udo Dahmen

and topics selection
Bar Camp 1 - Intro

- Short presentations
- Voting: choose the topic/s you would like to discuss by sticking the post-its under the topics hanging on the boards outside
1

“Gender representation in Pop and Jazz Music education - where are the female instrumentalists?”

Katie Chatburn
2
“E-Learning Strategies”

Udo Dahmen
3
“(How) do conservatories relate their assessment criteria to industry standards?”

Giel Dekkers
4

“How do we inform initiatives around improvisation in classical music from known sources in the pop and jazz forums?”

Eugene Feygelson
5

“Music learning and technology - mobile applications”

Maciej Fortuna
6

“Integration of refugees via music”

Harald Huber
“DO OUR STUDENTS LISTEN TO ENOUGH MUSIC? Influence of academicism and new technologies on the musical background of students”

Teresa Lujan
“Dance and Music - How can these two disciplines can be used through their respective studies and curriculum at the conservatory in service to the better understanding of musical forms, history, repertoire, etc?”

María Martínez Iturriaga
“I Dare You' - Innovation Versus Tradition, The Perennial Jazz Struggle"...the word jazz means: I dare you."... Wayne Shorter... and thank you Ronan Guilfoyle.

What are the implications for conservatoire curriculum and assessment methodology?”

Simon Purcell
“A lot of young people nowadays are multi-disciplinary focused. They are not an expert on one instrument, but perform being a multi-instrumentalist, often working analog as well as digital. How do these worlds (mono instrumentalists versus multi-instrumentalists) merge at the conservatories?

Hannie Van Veldhoven
11

“How do we create meaningful and attractive education for millennials/ the YouTube generation?”

Renske Wassink
Practical announcement

• 18.15: Reception [Laban Bar]

• 19.15: CoLab sharing [Various Studios]

• 22.00: CoLab After Party at Duke
  Address: 125 Creek Rd, London SE8 3BU
AEC POP & JAZZ PLATFORM MEETING 2017

CROSS THE BAR LINE

It ain't what you do it's the way that you do it

(© Sy Oliver and Trummy Young 1939 ... Bananarama 1981)
Plenary Session II

CROSSING THE BAR LINE
Five aspects of contemporary music education, career and audience engagement

• “Social Media”, by Steffen Geldner, Project Manager Digital Innovation, Popakademie Baden-Württemberg, Mannheim

• “Whose music? Musical values and social justice”, by Andrea Spain, Trinity Laban Conservatoire

• “Bebop for the 21st century”, by Ronan Guilfoyle, Dublin City University/Newpark Music Centre

• “If we can’t make it here, we can’t make it anywhere! - Overcoming Genre, Gender and Nation in the ‘World Music’ community”, by Paul Bräuer, Head of Media & Communication Womex, Piranha Arts AG, Berlin

• “Audience and Performer relations”, by Evert B. Boele, Prins Claus Conservatorium Groningen
Plenary Session II

“Social Media,”
by Steffen Geldner

Project Manager Digital Innovation,
Popakademie Baden-Württemberg, Mannheim
Knowledge
Transfer
Measure
Monetize
Digital is not just social media.
Digital Music Marketing

Streaming
YouTube
Facebook
Instagram
Google

Further topics:
Snapchat | Digital Content Marketing | E-mail Marketing | Social Media Monitoring
Mobile Marketing | Digital Distribution | Merchandise Management Systems
Web Technology

Content Management Systems

Big Data

Blockchain

Search Engine Optimization

Further topics:
Web Syndication and APIs | Music Recommendation Systems | Mobile Zeitgeist | Digital CRM
thomasgold 5 days to go till my new track Saints & Sinners 😅😅 will be out on @armadamusic !!!💪👊

Followers: 130.030 | Ø Engagement: 0.59

jorismusik was für ne geile tournee!
by the way 3. echo nominierung - glaubt's noch einer? :D
#joris #ECHO2016

Followers: 17.734 | Ø Engagement: 7.41
Hear the latest from CE, "Soulstiss," a track reflecting his own personal journey.

CE's new single "Soulstiss" will feed your soul -

EARMILK

You might be familiar with CE as part of the dynamic duo Quincy Vidal, but CE is creating quite a stir with his solo releases. With his new single "Soulstiss..."
Difficulties?
Knowledge base?
Alliances?
Innovation Management?
Plenary Session II

“Whose music? Musical values and social justice,”
by Andrea Spain

Assistant Director of Music and Head of Learning and Participation (Music), Trinity Laban Conservatoire
Whose Music?
Musical values and social justice

Andrea Spain, Trinity Laban Conservatoire of Music & Dance
A Change is Gonna Come
Sam Cooke, 1964
Plenary Session II

“Bebop for the 21st century,”
by Ronan Guilfoyle

Founder and head of the jazz department at Newpark Music Centre, Dublin
Plenary Session II

“If we can’t make it here, we can’t make it anywhere! - Overcoming Genre, Gender and Nation in the ‘World Music’ community”,

by Paul Bräuer

Head of Media & Communication Womex, Piranha Arts AG, Berlin
Plenary Session II

“Audience and Performer relations”,
by Evert B. Boele

Professor (‘lector’) ‘New Audiences’ at the research group Lifelong Learning in Music of the Research Centre Arts & Society/Prince Claus Conservatoire, Hanze University of Applied Sciences, Groningen
Audience and Performer Relations
On Musicians and Audiences

Research group Lifelong Learning in Music

share your talent.
move the world.
Talent development
Individual voice
Artistic identity

Reaching an audience
Audience development
Career Preparation

“Thanks to our contacts in the world of broadcasting, at the studios, in show business and the new media, we can help students establish the contacts they need. Additionally, a special set of courses prepares students for the business aspects of the music industry.”
“We want to ensure you become who you want to be musically and can make your living working with music (…). The course helps you develop your skills in popular, contemporary and commercial music and equips you with the essential business skills to succeed. (…) You get your music in front of an audience through frequent gig nights, regular festivals and industry showcases.”
People’s ‘musicking’

- establishes a personal musical identity,
- connects to the world,
- helps to regulate self and others.
“We want to ensure you become who you want to be musically and can make your living working with music (…). The course helps you develop your skills in popular, contemporary and commercial music and equips you with the essential business skills to succeed. (…) You get your music in front of an audience through frequent gig nights, regular festivals and industry showcases. Aside from the business, you also learn how to match your music with an audience.”
AEC - European Association of Conservatories

@AEConservatoire
#AECpjp2017
Practical Announcements

• 11:30 - 12:00 Tea (and coffee) Break
• 12:00 - 13:00 World Cafe’ (2 shifts)
• 13:00 - 14:30 Lunch
• 14:30 - 15:45 Bar Camp Topics Discussion Groups
## World Café 12:00 - 12:30 / 12:30 - 13:00

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<thead>
<tr>
<th>Topic</th>
<th>Moderator</th>
<th>Tables Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Steffen Geldner</td>
<td>Studio 1</td>
</tr>
<tr>
<td>Social Media</td>
<td>Lars Andersson</td>
<td>Studio 1</td>
</tr>
<tr>
<td>Community Music</td>
<td>Stefan Heckel</td>
<td>Studio 1</td>
</tr>
<tr>
<td>Community Music</td>
<td>Andrea Spain</td>
<td>Studio 1</td>
</tr>
<tr>
<td>Gender &amp; World Music</td>
<td>Udo Dahmen</td>
<td>Studio 2</td>
</tr>
<tr>
<td>Gender &amp; World Music</td>
<td>Paul Bräuer</td>
<td>Studio 2</td>
</tr>
<tr>
<td>Bebop 21st Century</td>
<td>Ronan Guilfoyle</td>
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<tr>
<td>Bebop 21st Century</td>
<td>Erling Aksdal</td>
<td>Studio 2</td>
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<tr>
<td>Audience Engagement</td>
<td>Evert Bischopp Boele</td>
<td>Cafe Meeting Room</td>
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<tr>
<td>Audience Engagement</td>
<td>Hannie Van Veldhoven</td>
<td>Cafe Meeting Room</td>
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Bar Camp 2 - group discussions on the selected topics 14:30 - 15:45

<table>
<thead>
<tr>
<th>Topic</th>
<th>Moderator</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gender Issue</td>
<td>Katie Chatburn</td>
<td>Studio 1</td>
</tr>
<tr>
<td>2. E-Learning</td>
<td>Udo Dahmen</td>
<td>Studio 2</td>
</tr>
<tr>
<td>3. Assessment criteria and Industry</td>
<td>Giel Dekkers</td>
<td>Bonnie Bird Theatre</td>
</tr>
<tr>
<td>6. Integration of Refugees</td>
<td>Harald Huber</td>
<td>Bar</td>
</tr>
<tr>
<td>7. Do our student listen to enough music?</td>
<td>Teresa Lujan</td>
<td>Café Meeting Room</td>
</tr>
<tr>
<td>8. Dance and Music</td>
<td>Maria Martinez Iturriaga</td>
<td>Conference Room 1</td>
</tr>
<tr>
<td>9. Innovation vs Tradition</td>
<td>Simon Purcell</td>
<td>Lecture Theatre</td>
</tr>
<tr>
<td>11. Multi-instrumentalism</td>
<td>Hannie Van Veldhoven</td>
<td>Seminar Room A first floor</td>
</tr>
</tbody>
</table>
PJP 2017
Closing Session

Please fill in the participants questionnaire
Closing Session

Students wrap up

- Role of teachers, mentors, and teacher relationships
- Encouraging regular dialogue

- Advice to see teachers, respect what they say
- Managing the time of medical vs. musical issues
- The healthy musician - a holistic health
- Avoiding information overload
- Solution: implement peer-mentoring

The conference
- Some innovations, but are concerning things
- Inspiring and thought-provoking
- More student/student (international) meetings.

Would like to continue conversations but have concerning things
Closing Session

Wrap up by

Evert Bischop Boele
Closing Session

PJP News
Closing Session

Announcement of the PJP 2018
Closing Session

Pop and Jazz Platform 2018
Conservatorio di Musica “L. D’Annunzio”
Pescara, Italy

9-11 February 2018
PESCARA
Pescara is a modern city located on the Adriatic sea
The City is very close to the highest mountains of central Italy.
It is a turistic place
The city is in the heart of the Abruzzo region, characterized by national parks.
During the first moon landing, Bill Evans started the first edition of Pescara Jazz, the oldest Italian jazz festival.
We have great food for you!
You can fly to Pescara with Ryanair from London Stanstead, Brussels Charleroi, Copenaghen, Frankfurt Hahn, Düsseldorf, Krakow, Barcellona Girona
Or you can fly to Milan and then to Pescara. Also, you can fly to Rome and then take a bus to our city.
We will do our best to make you feel at home!
See you in Pescara next year!

Pop and Jazz Platform 2018
Conservatorio di Musica “L. D’Annunzio”
Pescara, Italy
9-11 February 2018
Closing Session

Closing Remarks
By Eirik Birkeland, AEC President
Practical Announcements
17:00 - 17:45 Tour of the Faculty of Music
19:30 Dinner TWO LOCATIONS

- Please note that only delegates who confirmed their attendance to the dinner by email last week and have a colored circle on their name tag can attend the dinner
- Restaurant The Sail Loft 11 Victoria Parade (For delegates with the YELLOW circle on their badge)
- Laban Building (for delegates with ORANGE circle on their badge)
Tomorrow

N.B. Activities will take place in King Charles Court

• **VOCON meeting** - King Charles Court - Peacock Room 9:00 - 14:00

• **World Music meeting** - King Charles Court - Room 2.24 9:00 - 14:30
AEC POP & JAZZ PLATFORM MEETING 2017

See you in Pescara!