



Guidance notes for Young Creative Entrepreneur Music Awards in Denmark 2011

Background

The Young Creative Entrepreneur Music Award finds the brightest stars in the international music industry, recognising the importance of entrepreneurs in driving forward the music industry, developing their independent sector and promoting the best of what's going on in their local scene. Since 2006, 40 young music entrepreneurs from more than 20 countries have taken part in the programme, building an active alumni network in the process, seeing the creation of new festivals, conferences, and bands travelling between the UK, Europe, India, Brazil, China and beyond.

In 2011 national winners will be selected in countries around the world who will participate in a shared programme in the UK with valuable networking and idea exchange with their international and UK peers in the music industry. The UK tour will run alongside The Great Escape conference and festival in May 2011.

In Denmark we are partnering with Promus, the Music Community of Aarhus, for the Young Creative Entrepreneur Music Awards in 2011.

Music Sector Definition

YCE Music participants can be drawn from any of the following areas of the music sector:

- Promoters and venue/festival programmers or management
- Record labels, A&R, production, recording, engineering, music licensing, and distribution
- Artists management and agents
Music marketing; public and media relations
- Music retail (physical and digital)
- Social media, digital tools and communities relating to music

All YCE Music participants should fit the following criteria:

- Be aged between 21 and 40 at the date applications are due
- Already work in the music sector (as above) with a company based in Denmark, with at least three years experience
- Be entrepreneurial and have shown their ability in the promotion and development of the music sector in their country, in either a commercial context, public context, or both
- Through their character, drive and abilities, demonstrate their potential as a future leader of the sector and a partner for the UK – which would see further work between your country and the UK
- Have English language skills to IELTS 6 - '*competent user*' or above

More about the programme in the UK

In May 2011 the national YCE Music Award winners will travel to the UK for a one week industry programme to develop opportunities for commercial and collaborative work in future. The programme will include:

- Curated group meetings to give an overview of what's happening in the UK music industry
- Peer networking with the international participants and UK young music entrepreneurs
- Access to senior UK industry figures (master-class and a lunch for select invitees), including potential advice/ongoing mentoring and investment
- Time for individual business meetings
- Attendance at The Great Escape festival and conference (as below), including an international networking reception where participants give a short pitch about their work to delegates

Previous companies involved in the programme include: Academy Music Group (Brixton Academy et al); MAMA Group (Barfly, Stephen Budd Management, The Great Escape); Somethin' Else; Universal Music; Cantaloupe Group (Big Chill Festival, Cargo); Koko; BBC Radio; Ninja Tune; 4AD; Domino Records; Primary Talent International; Union Square Music; Onedotzero; CMO Management; SJM Concerts; O2 Arena; Rough Trade; Last.fm; 7digital; Songkick; Soundcloud; Mixcloud; and others!

More info about *The Great Escape*: 12-14 May 2011 www.escapegreat.com

Since being founded in 2006, The Great Escape has been firmly established internationally as the leading event for showcasing new music. Taking place in Brighton over 3 days in May, The Great Escape kick starts the festival season, introducing 15,000 music lovers to the key artists and sounds of the year. With over 300 bands playing in 30 venues over 3 days, The Great Escape is the key date in the music calendar. In addition to pre-publicised performances, impromptu street gigs spring up all over town. The Alternative Escape, numerous club nights, label parties, industry showcases, unique collaborations and outdoor gigs all add to the festivities.

Running alongside the main festival is The Great Escape Convention. A variety of insightful industry talks, panel debates, targeted networking sessions and keynote speakers. It brings together 3000 delegates annually from across the globe to discuss, evaluate and share the new approaches that are emerging for developing, launching and monetising artists and music rights. Panellists confirmed so far include BRIT winning record producer Paul Epworth (Cee-Lo Green, Florence & The Machine, Plan B, Bloc Party,, Friendly Fires, Adele), Martin Goldschmidt of Cooking Vinyl and Essential, Alan Pell from BMG UK, and David Bianchi from Various Artists, who manages Carl Barat and Killing Joke among many others.

At The Great Escape all YCE music participants will have the opportunity to attend all activities within the conference as well as a wide variety of gigs throughout the three days.

Exact dates/details of the tour are still to be confirmed, but we anticipate will be:

Saturday 7 or Sunday 8	YCE participants to arrive in UK
Monday 9-Wed 11	Meetings in London, possibly Manchester
Thursday 12- Saturday 14	The Great Escape conference and festival, Brighton
Sunday 15 May	YCE participants free to leave UK

You will be updated on the final tour dates and details of the itinerary in March.

What will be required of you if you are a winner

- Send all agreed marketing information (biog, photo etc.) during application process so that we can promote you in the UK as early as possible
- Actively participate in all arranged meetings and events during the UK programme, in particular:
 - Give a presentation (10 min) about your work to their fellow participants
 - Prepare a short (up to 3 min) 'pitch' about your work/company and why it is innovative during an event with invited UK industry attendees
 - Be willing to participate in a panel discussion at The Great Escape conference alongside other UK/international industry speakers (topics would be dependent on programming by TGE depending on experience/relevance of YCE participants)
- Be open minded and looking actively for future collaboration and business with UK companies, organisations and individuals that you meet
- Record your trip to the UK for use by British Council in country/UK – blog, film, participate in media interviews before, during and after the trip, participate in evaluation etc. – and to take part in events when you return to share your UK experience with a wider YCE network at home
- Be part of the BC's international YCE network, and be keen to contribute ideas and feedback, participate in events, and develop projects

For any questions regarding the programme please contact Nicolai Juhler or Jacob Urup Nielsen at British Council info@britishcouncil.dk

Examples of YCE Music participants/success stories

Ruth Daniel - Unconvention

Ruth Daniel, was longlisted for the UK version of the YCE music award in 2008. Even having not been selected as a finalist to travel on the market focus trip to India she has become one of the most active YCEs in the UK, keenly making use of the wide international network of YCE alumni to develop international versions of her **Unconvention** conference/festival aimed at developing the grassroots music industry. Since starting as a single event in Ruth's local Manchester two years ago, Ruth has now taken Unconvention to Argentina, Brazil, Colombia, India and beyond - showing the international demand for opportunities for young people to get into the music business not just as musicians but in the wide range of industry roles. All international events carry the overall Un-Convention ethos, but each is driven by its local grassroots music scene and infrastructure. All being coordinated from Salford with instigators around the globe. <http://unconventionhub.org/>

Vijay Nair - NH7 Weekender

NH7 Weekender was born when leading UK music manager Stephen Budd was in Mumbai to judge the Indian leg of the YCE music award 2009, where he met **Vijay Nair**, a pioneering promoter of independent music in India, who runs Only Much Louder (OML). Vijay went on to win the international competition and in the UK he met with Stephen's colleagues at MAMA Group including Martin Elbourne (chief booker for Glastonbury) who together with Jon Mac co-founded the Great Escape festival, the YCE UK partner event. Together they conceived the NH7 Weekender, a first of its kind festival in India featuring artists from India, UK, Canada and Australia across 3 days and multiple stages. Launched in Pune in December 2010 this groundbreaking festival shows how bringing together the best young entrepreneurs with the UK industry can result in new work that benefits both sides and develops an independent cultural scene. Vijay continues to be a key partner for showcasing work bringing UK bands as diverse as Mumford and Sons, Soweto Kinch and the Prodigy to India in the last 12 months. <http://nh7.in/weekender/> <http://oml.in/>

Rkay Kamanzi won the international YCE music award in 2009. He is highly successful and well respected producer and manager in Kenya, with a high profile through his role as a judge in the MTV Africa awards. Inspired by his eye opening experience in the UK Rkay brought a UK music copyright expert, David Stopps, to lead hugely popular workshops in Nairobi about how to make a living from music, with a focus on the challenges and opportunities of digital, the **Ingomma Music Summit**. Rkay has continued to pioneer this agenda in Kenya and is organising another conference, with the aim to be an annual event. From the market intelligence and contacts he built on his YCE trip he has been able to work in the UK, with several artists touring in summer 2010. www.ingomamusicsummit.com/

Guna, Zucika took part in the YCE music award in 2007 and went on to study for the MA Music Business Management course at Westminster University in London, which furthered her ties with the UK music industry. Guna returned to her native Latvia where she manages the country's biggest band, Brainstorm. Guna has continued to actively reap benefits from her YCE links, working with various UK industry experts on industry events throughout the Baltic region, and through a YCE alumni event, Brainstorm was invited by Modern Sky, the leading Chinese independent music company, to play at their festival in Beijing. www.brainstorm.lv/en/news/brainstorm-to-play-at-china-s-modern-sky-festival/

Mike Deane, who runs **Liverpool Music Week**, an annual city-wide live music festival, took part in the UK YCE music award in 2009. The award finalists visited Poland on a market focus tour, during which time Mike met Monika Klonowska from Good Music Productions, a well known music promoter in Warsaw. Together they hatched a plan for **Warsaw Music Week**, working as strategic partners to create a Warsaw version of the event, based on Liverpool's, with live music across the city in September 2010. UK artists performed (Ladytron, UNKLE) with a reciprocal agreement for Polish acts to play at the next Liverpool event. Further links were made between Liverpool's experience as capital of culture in 2008 and Warsaw's bid to be the chosen city in 2016. www.warsawmusicweek.pl