

JAZZATHON WORKSHOP REPORT

14 MARCH AT ARTSCAPE INNOVATION LOUNGE: 10H00 – 14H30



Workshop Synopsis

Jazzathon workshops are usually held throughout the year -pre and post the Festival. The Cape Town Jazzathon, usually held at the V&A Waterfront every year, has given a platform to many young & upcoming musicians while hosting a wide variety of unknown artists and a wide variety of jazz styles.

Workshop Schedule

- 10h00 – registration
- 10h30 – Craig - opening & Welcome
- 10h40 – Craig - workshop outline
- 10h45– Lauren (Profile/Product/Presentation/Production)
- 11h15 – Q&A
- 11h30 – Special Guest: Don Vino
- 12h00 – Q&A
- 12h15 – Short Break
- 12h30 – Jazzathon videos/pictures presentation
- 12h45 – Guest Presenter: Selwyn (etiquette/protocol/radio)
- 13h15 – Q&A
- 13h30 – Martin: Marketing & Music Biz Overview
- 13h45 – Q&A
- 14h00 – Craig - Wrap up, Thank You & Closure
- 14h30 – Session Closes after 30 minute networking and attendee info exchange

Presenters

- Lauren Parks: (Jazzathon Operations Manager/Events Producer/A&R Manager)
- Craig Parks: (Jazzathon Festival Director/Events Producer/Workshop Facilitator)

Special Guests

- Don Vino (Saxophone Player/Songwriter/Music Director) -
- Martin Myers (Arts Writer/Public Relations/Music Distributor)
- Selwyn Bartlett (Radio Presenter/DJ/Workshop Facilitator)

Topics

PREPARATION-PRESENTATION-PROTOCOL-PERFORMANCE-PRODUCTION-PERFECTION-PARTICIPATION

Introduction

- Scenario 1

You Get a Call from an events organiser, or there is a call for submissions or applications to perform at a public or private event.

- Scenario 2

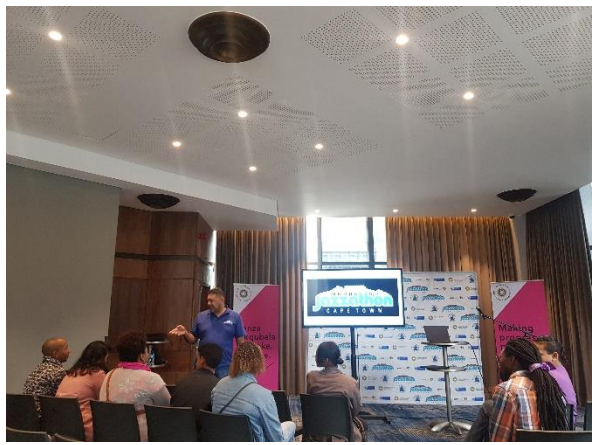
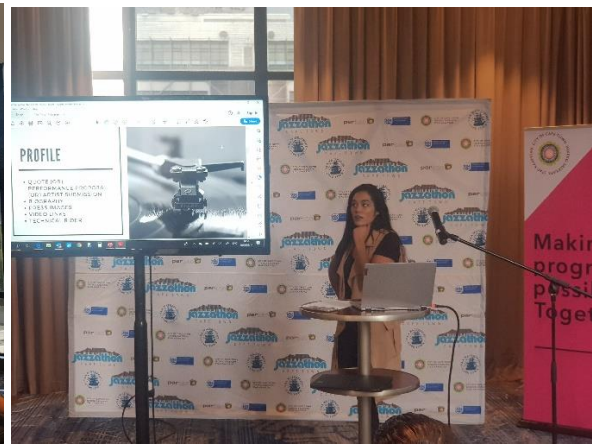
While playing at a gig - whether it's at church or at a club or any event- someone likes your singing and they just so happen to need a wedding singer or a piano player, or saxophone player; they ask you for your repertoire.

- Scenario 3

You always need gigs! One day you get into a lift, only you and 1 other person, the lift starts at ground floor and goes to 10th floor – you realise that the other person in the lift is a top promotor (let's say Ultra, Jazz Fest, or an events organiser from the Mojo Market, V&A and you know that they are always looking for artists/bands, etc)

..... **How ready are you???**

Pictures



Summary

The Jazzathon workshop started 10h30 after registration which started at 10h00. The workshop was presented by recognised events, music and radio industry personnel. The workshop was limited to 20 attendees. While at least 5 attendees who RSVP'd did not attend, there were others who registered at the door, thus a full house was happily enjoyed. At least 20 people Attendees were accepted through online registration.

The workshop venue setup & hospitality included a wall banner (all Jazzathon sponsors), 2 pull up banners (CoCT) 30 chairs, 4 cocktail tables, a big screen, a Laptop, PowerPoint presentations, signage, PA system and hot & cold snacks/beverages.