

# 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

Group	Room	Moderator
A	Bonnie Bird Theatre	Erling Aksdal
B	Bar area	Lars Andersson
C	Studio 1	Linda Bloemhard
D	Studio 2	Udo Dahmen
E	Cafe Meeting Room	Maria Pia De Vito
F	Conference Room 1	Stefan Heckel
G	Seminar Room 1	Hannie Van Veldhoven
H	Lecture Theatre	Simon Purcell

# 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 **S**kills, **C**OMpetences  
and know-how **R**equirements 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 EJNI 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
- Producing a new strategy for 2018-2020



# 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

**Council Members:** Claire Mera-Nelson, London - Kaarlo Hilden, Helsinki - Jacques Moreau, Lyon - Ingeborg Radok Žadna, Prague - Evis Sammoutis, Nicosia - Lucia De Cecca, Frosione - Zdzisław Łapinski, Krakow - Elisabeth Gutjahr, Trossingen

**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



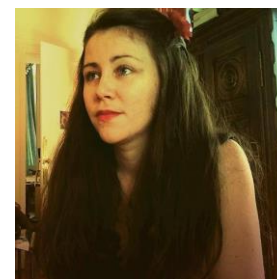
**Tatiana  
Papastoitsi**  
Student Intern



**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

MusiQuE - Music Quality Enhancement  
European External Evaluation Body for Quality  
Enhancement in Music ([www.musique-qe.eu](http://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

# 7

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

Teresa Lujan

## 8

**“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 Martinez Iturriaga



# 9

**“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

# 10

**“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 conservatoires?”**

Hannie Van Veldhoven

# 11

**“How do we create meaningful and attractive education for millenials/ 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

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that you do it*

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# 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



♥ Gefällt 1.005 Mal

thomasgold 5days to go till my new track  
Saints&Sinners 🐈👉 will be out on  
@armadamusic !!! 🙌👊

Followers: 130.030 | Ø Engagement: 0,59



jorismusik



♥ Gefällt 2.535 Mal

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



**EARMILK**

6. Februar um 22:39 · 🌐

Hear the latest from CE, "Soulstiss," a track reflecting his own personal journey.

[Übersetzung anzeigen](#)



### 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,"

[EARMILK.COM](https://www.earmilk.com)



Gefällt mir



Kommentieren



Teilen



1

The Best New Music Online.

Trusted since 2009.

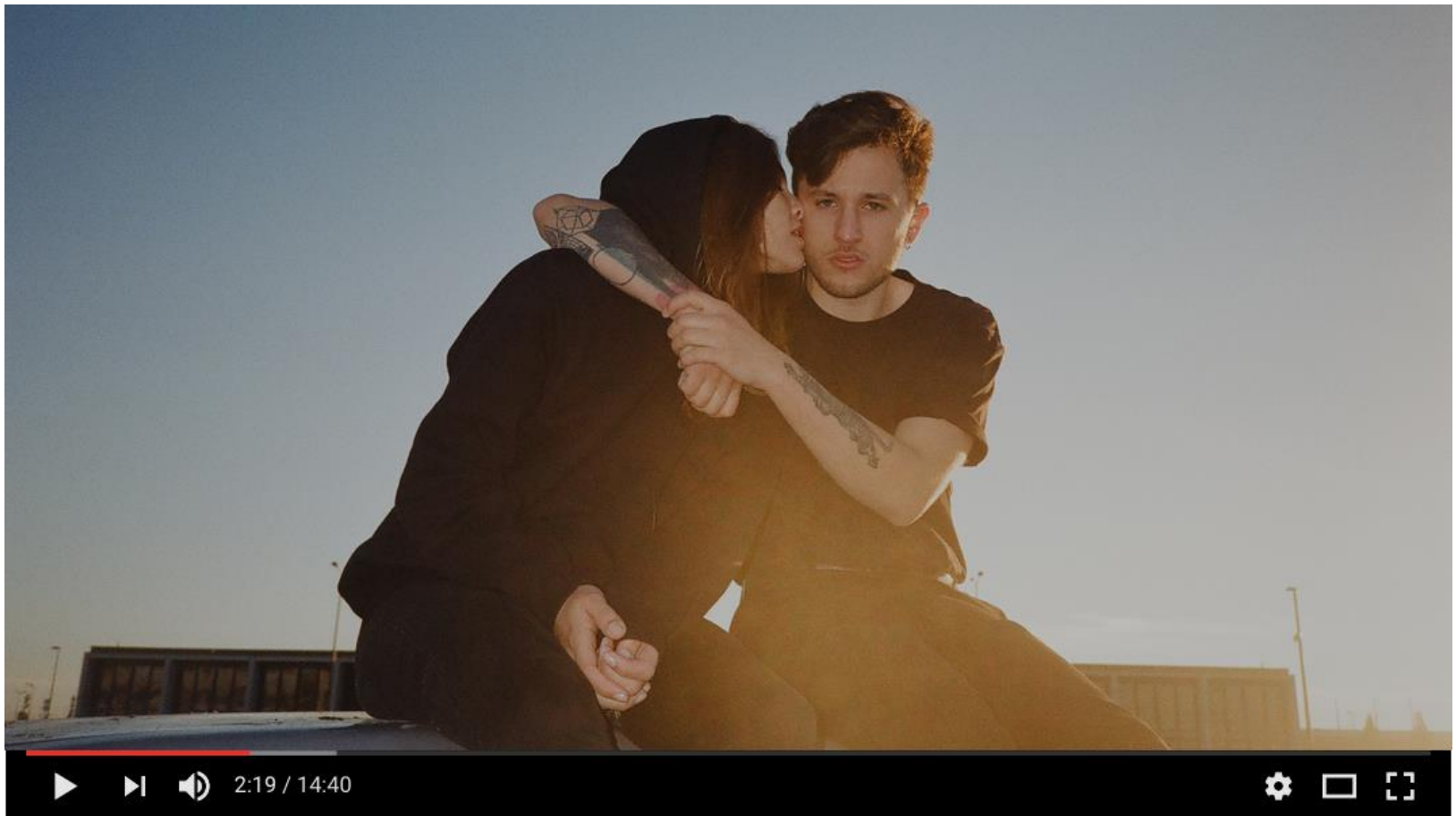
<https://twitter.com/EARMILK>

<https://soundcloud.com/EARMILK>

<https://instagram.com/EARMILK>



152.250 Personen gefällt das



BLVTH - 7IGER [Visual EP]

**Difficulties?**

**Knowledge base?**

**Alliances?**

**Innovation Management?**



**steffen.geldner@popakademie.de**  
**@steffengeldner**

# 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**  
**Evert Bisschop Boele | 18-2-2017, London**

**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.**”



 **@AEConservatoire**  
**#AECpjp2017**



**@AEConservatoire**  
**#AECpjp2017**



**AEC - European Association of Conservatoires**



Co-funded by the  
Creative Europe Programme  
of the European Union

**TRINITY LABAN CONSERVATOIRE**  
**OF MUSIC & DANCE**



# 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

Topic	Moderator	Tables Location
Social Media	Steffen Geldner	Studio 1
Social Media	Lars Andersson	Studio 1
Community Music	Stefan Heckel	Studio 1
Community Music	Andrea Spain	Studio 1
Gender & World Music	Udo Dahmen	Studio 2
Gender & World Music	Paul Bräuer	Studio 2
Bebop 21 <sup>st</sup> Century	Ronan Guilfoyle	Studio 2
Bebop 21 <sup>st</sup> Century	Erling Aksdal	Studio 2
Audience Engagement	Evert Bischopp Boele	Cafe Meeting Room
Audience Engagement	Hannie Van Veldhoven	Cafe Meeting Room

## Bar Camp 2 - group discussions on the selected topics 14:30 - 15:45

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

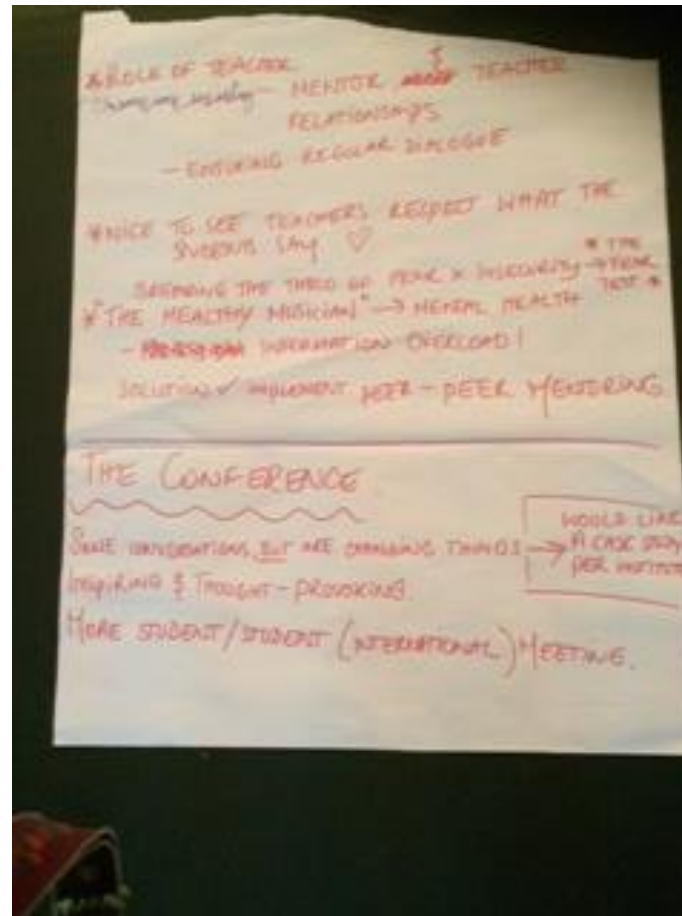
# PJP 2017

## Closing Session

Please fill in the participants  
questionnaire

# Closing Session

## Students wrap up



# Closing Session

Wrap up by  
**Evert Bischoop 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, Copenhagen, 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!**