



# Concert Promoters' Committee

Newsletter - September 2003

## Welcome to our first newsletter

Our first newsletter has been prompted by the appointment of a Promoters' Development Officer. Orla Martin introduces herself below. Over the page she describes the project in some detail. In the coming few months, more of Orla's work will be communicated to you.

We also enclose another copy of our 2004-5 Concert Promoters' Network booklet, which gives details of the special offers we have arranged to help your programme planning for next season. We are also at the beginning of planning for the 2005-6 brochure and we would appreciate your help - details are at the bottom of this page.

*Mike Alexander, Concert Promoters' Committee Chairman*

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## Introducing Orla Martin

Hi everyone, I am the new Promoters' Development Officer and have been at Making Music for about seven weeks. There has never been a member of staff dedicated to the Promoting Societies before so it is a very exciting time for everyone involved. Over the next two years there is going to be a number of activities planned just for promoting societies and through this newsletter I will be able to keep everyone informed of what is going on across the country. As this is the first Concert Promoters' Committee newsletter I thought it would be best to let you know a little about me and how I came to be at Making Music.

I am originally from Northern Ireland and studied at Queens University in Belfast where I qualified with a degree and a Masters in Music. My first job after graduating was with Arts & Business in

Belfast as the Client Services Manager – Arts Facing. I really enjoyed this job and learned lots about the arts world and how it operates. Unfortunately I wasn't able to spend as much time as I would have liked dealing with music organisations, so eventually I decided it was time to move on and go back to my musical roots. The lure of London also became too much so I decided it was time for a complete change and was lucky enough to land on my feet at Making Music. So it has been a hectic couple of months with not only a new job but also a new city and I have to say I am really enjoying it!!

But enough about me; you may not have heard about the Development of Voluntary Promoters Project, but if you haven't, don't worry. Over the page is an outline of the project along with a brief synopsis of what we are planning and how it is going so far.

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## 2005-6 Concert Promoters' Network Booklet

Have there been artists performing at your music society that you would wish to recommend to others? We receive applications from agents and artists/ensembles direct, and we often ask societies to comment on them before putting together our brochure. However, we would also like to discover artists who have gone down well but who may not have heard of the scheme or have failed to apply. Please return the form overleaf by the end of October, and we will take your recommendations into consideration when putting together the 2005-6 booklet.

## Voluntary Promoters' Project

The project is broken up into a series of activities that will take place between now and July 2005. These aim to develop the activities of voluntary music clubs and promoters and strengthen existing networks. The five main activities that will take place during the project are:

- Young Professional Seminars
- Tours Planning Conferences
- Showcase Events
- Development Fund for the Promotion of New Music
- Education Tours

At this stage two events are already planned for late Autumn. A **Young Professional Seminar** is taking place in the **Royal College of Music** on the **24<sup>th</sup> November**. The aim of the Young Professional seminar is to enable final year students and recent graduates to work successfully within the music club circuit. The day will include information on how to access the voluntary sector and its expectations, along with workshops on negotiating engagements and mini-tours and presenting yourself to audiences. This is the first of four seminars that will take place throughout England over the next two years.

The second event planned is a **Tours Planning Conference** which is taking place on the **15<sup>th</sup> November**. This event will take place in East/East Midlands Region but the venue is still to be confirmed. The aim of these events is to enable voluntary promoters to co-ordinate their programmes and engagements. Again this is the first of four Tours Planning Conferences that will take place over the next two years.

The three remaining elements of the project are still at the early planning stage. The Development Fund, which is designed to support the promotion of new music by the voluntary sector, will hopefully be launched in late Autumn/early Winter. The Development Fund will be aimed at smaller music clubs who have never programmed

new music before.

There will be two Showcase Events organised during the project and these will feature artists who would normally not be programmed by Making Music Clubs. We aim to develop the artists featured in the Concert Promoters' Network brochure through these events. These events will take place over a full day. It will not only feature artist performances but will also provide essential information on marketing and will feature talks from Making Music Club members who have programmed more unusual artists.

During the second year of the programme two Education Tours, each with seven dates, will take place. These tours will involve artists or ensembles taking an education workshop in the afternoon, followed by a concert for the music club in the evening.

If you are particularly interested in taking part in the Education Tours or indeed if you would like to find out some more information on any part of the project please feel free to get in touch with me. You can e-mail at [orla@makingmusic.org.uk](mailto:orla@makingmusic.org.uk) and my direct line telephone number is 0870 909 2610.

I look forward to hearing from many of you in the near future and I only hope you are as excited about the project as I am.  
*Orla Martin, Promoters' Development Officer*

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### 2005-6 Concert Promoters' Network Booklet - Reply Slip

I would like to recommend the following artists or ensembles (maximum of two)

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*Please print your name, telephone number and society below and send to Mike Alexander, 7 Church Lane, Ticknall, Derby DE73 1JU by 31<sup>st</sup> October 2003.*

Name \_\_\_\_\_ Tel no \_\_\_\_\_

Society \_\_\_\_\_