

Dear Lisa Ullman Travelling Scholarship Fund,

This is my report for my trip to Jazzahead Conference in Bremen Germany, from April 27th, to May 2nd.

I have been wanting to go to the Conference for several years, and never made it, partly because of costs, and partly because I felt insecure about myself and my projects. Since this year I released an Album featuring Tap dance as a Percussive Instrument, I felt like I really had to go, since this is one of the biggest conference for jazz music in the world, and tap dance is a dance form performed alongside jazz music.

Please see my album here: <https://petrahaller.bandcamp.com/album/shoulders-i-stand-on>

This year there were 2800 participants from 51 countries so it was definitely worth going and making some international connections.

The First Impression walking in to the exhibition hall was quite overwhelming, all the different countries, ministries of culture, Cities in Germany and even some states had separate stands and you navigated the place via a map.

When you check in at the festival you receive a wristband, as well as a booklet with all the dates times of talks you might want to attend.



Booklet plus schedule

April 27th:

I arrived to the Festival on April 27th just in time to catch a little bit of the opening ceremony, and some of the bands that showcased as part of it.

For me it was really important and helpful to see how bands present, what choices of repertoire they make and how long the sets are, since I want to apply to showcase there with my project in 2024 and the selection process starts normally in October/ November. There are a lot of

international Showcases happening around Europe, but Jazz ahead is dedicated to jazz music, so especially valuable.

I was supposed to have a meeting with the Artistic Director of the Bahrain Jazz festival that day as well, but he had a problem with his flight getting in, so we re-scheduled the meeting for the next day.

The rest of the day, I used to get a general overview of the festival and who is there. Since I flew in early that day I was pretty tired and went back to the hotel around 8pm.

April 28th:

On April 28th I used most of the day speaking to the different delegations of other countries, especially European ones, and collecting venue databases, speaking to promoters, Cultural institutes, The arts Council of Luxembourg and went to a meet and greet of the delegation of Netherlands.

I then had my re-scheduled meeting with the artistic director of The Bahrain Jazz Festival. The Festival normally only plays straight ahead and fusion, so it was a huge breakthrough to even have him consider a meeting, and we spoke about how tap dance could be included in maybe the weekend before, and as audience outreach programme.

Then I went to a meet and greet of the delegation of Scotland.

When I got back to the hotel I started putting email addresses, venues, promoters and festivals into spreadsheets, which is a very time consuming task, but I will be able to feed off this database for a long time to come.

April 29th:

On April 29th I attended a Presentation in the Business Lounge of the Festival called: "The secrets of Digital marketing" which was really helpful. The Speaker explained about algorithms, and posting strategies, to help you get better outreach and ways to use social media without investing any money for promotion, but still getting the results.

After that I had a meeting with the microphone company "Neumann" who I asked about advice for a performance microphone for my tap floor. They had several ideas and invited me to the headquarters in Berlin so I can try the microphone, which I will go ahead and take advantage of in the fall. I have been looking for a good and easy to carry microphone for my personal kit for a while now and it will really help if I am able to try out the microphone and have a professional recommend me one. The reason I don't have my own microphone kit is because I feel insecure about ordering one of a website and not knowing what I get.

Later that day I had a meeting with a Vinyl Press Company, where I was able to ask them about pricing, turn around times, different vinyls available and shipping costs which was perfect timing for me since I am planning to release my album Shoulders I stand on on Vinyl in February 2024. Having a vinyl Press already and knowing concrete prices and turn around times will help me apply for funding for the costs and I will have a better chance on receiving the funding.

Later that day I also attended a presentation about "touring artists Brexit info point" which was great information as well as receiving a handbook with different legal things to know, a website that helps touring artists, as well as links to different support organisations.

We have our first small German Tour in November, where we will have to register our mercy to customs, and get all the relevant registrations. The Pianist has a British passport, so she will be affected by the Brexit rules.

Last but not least, I made contact with Matt Fripp who runs a page called Jazz Fuel and is a booking agent based in France. I spoke to him about my project, and he listened to the cd and gave me some advice on how to present the project. I am currently taking his course "How to book more Jazz Gigs" and it was really helpful to have made this connection. He has given me advice via email since, and is just a really great contact, as well as knowledgable person to meet.

The last thing I did that day was to go to a meet and greet of the delegation of Belgium, where I was introduced to several people and collected email addresses. This has been my busiest day.

April 30th:

The farewell breakfast was a great opportunity for one last networking push, as well as receiving an update and brief of what to expect next year.

I spent all of the rest of the day, as well as around 10 hours on **May 1st** with emailing people that had been interested in my project and to hear more as well as updating my database with the new contacts as much as possible. It was a really intense admin day, but I think It was helpful to contact people straight away, so they don't forget who you were by the time you email them.

I am very grateful to the Lisa Ullmann Travelling Scholarship for helping me pay for my flight and help making this experience possible.