

# Ja Ja Ja Berlin Submission Form

The second installment of the Ja Ja Ja clubnight was launched fall 2014 in Berlin. The night has been well received and has in record time established itself as an important date in Berlin's live music diary. Every one of the 6 first nights have sold-out in advance and they have boasted a high and relevant industry and media turnout. Each night is kicked off with a dedicated Music&Media Afterwork for professionals. Held at FluxBau, a unique and central Berlin showcase-venue, the night aims to stay a strong independent platform where new "export ready" artists are able to showcase their music to key German music industry professionals, media, tastemakers and audiences.

The initiative is supported by the Nordic export offices/NOMEX represented by: Export Music Sweden, Music Export Denmark / ROSA - The Danish Rock Council, Music Finland, Icelandic Music Export and Music Norway.

## PROGRAMMING AND BOOKING PROCESS

Submissions will initially be reviewed by country and via the respective export office, who'll produce a shortlist based on "export readiness". NOMEX have defined "export readiness" as an artist who has a professional industry set-up (manager, label, agent, publisher etc.) behind them - either domestic and / or international - and / or a growing momentum, whether it be international industry and / or media buzz . It's very important to draw attention to this in the below form for us to adequately review submissions.

Then a booking group consisting of skilled professionals with excellent knowledge of the German market will choose the final line-up based on 1) artistic qualities and 2) previously mentioned "export readiness" and market fit. The members of the current booking group are: Robert Hellbig (CEO / Owner - Nothing But Hope and Passion), Ueli Häfliger (Music Editor - Flux FM), Sven Städtler (Head of Promotion & Partner - Verstärker Medienmarketing), Steffi von Kannemann (Owner - Nordic By Nature), Julian Loewe (Agent / Promoter - Karsten Jahnke), Philipp Jacob-Pahl (Agent / Promoter - Landstreicher Booking) and Björn Bauch (Konzertbüro Schöneberg). In the event of a conflict of interest, the member will be refrained from voting.

As we receive numerous applications we unfortunately only have the possibility to inform the bands who are chosen to play. If you are unsure about your status and need urgent clarification, please make contact with your local export office.

Ja Ja Ja isn't strictly genrebound but will try to keep some consistency in booking profile in order keep the brand of the clubnight series effective. This list of artists who have previously played will give you an idea about profile: Bloodgroup (IC), Hjaltalin (IC), The Deer Tracks (SE), Katzenjammer (NO), Niki & the Dove (SE), Zebra & Snake (FI), Team Me (NO), Young Dreams (NO), Johnossi (SE), When Saints Go Machine (DK), Marit Larsen (NO), French Films (FI), Sekuoia (DK), Cancer (DK), Naomi Pilgrim (SE), Jaakko Eino Kalevi (FI) to mention a few.

## TRAVEL SUPPORT AND FEES

Artists chosen to play Ja Ja Ja will usually automatically qualify for travel support from their respective Export Office. Terms and conditions are set by each office on an individual basis so please contact them for more information. The night is ticketed at a low-entry price and will be used to cover production and marketing costs of the night. There are unfortunately no dinner or buy-out included but the artists and professionals are welcome to join our Music&Media After Work from 7-8.30pm where we usually have free soup from SuppenKult. It's recommended to be there from 7pm already as the event has proved quite popular.

## PR, PROMOTION AND MARKETING

All artists will benefit from a coordinated press, promotion and marketing team. A social media team is boosting the profile of artists and the event itself across all major social networking sites. All media partners will cross-promote content and explore editorial options. The export offices, Nordic embassies and the partners will also use their extensive network to promote the events where a special focus will be on the business2business promotion. Each night will also feature a pre-show drinks event to attract relevant professionals and media with the aim to create a Berlin music industry "stammtisch". It is important that the band and its professionals are responsive on email when our PR team asks necessary assets and to maximize the promo of the night and the artists playing.

NOTE: It is expected that individual managers and industry professionals working with participating artists will promote the show to German industry, media and audience to the best of their abilities. It is also expected that they deliver assets in time for our promoteam in time for us to maximize impact of each show. The professionals will also be the point of contact for those with further interest. Our team will try to assist you in any way possible but Ja Ja Ja is a first and foremost a platform.

Name of artist/band:

Current industry set-up in home country:

Management:

Record/Prod. company:

Agent:

Publisher:

Current int. / German industry set-up:

Management:

Record/Prod. company:

Distribution:

Agent:

Publisher:

Promo team (print, online, radio/TV etc):

Lawyer:

Other:

Available Ja Ja Ja dates (you can select multiple dates):

Priority 1

Priority 2

Priority 3

Bio + links to current music (can also be sent as attachment with this form):

DE/UK/US media momentum / editorial coverage and quotes:

German industry interest / dialogue:

Short description of planned German market activity (max 1000 characters):