

Ja Ja Ja London Submission Form

Ja Ja Ja is an established monthly clubnight in London showcasing the best emerging talent from the Nordic countries. Held at - The Lexington - a well-known and respected central London showcase venue with an excellent reputation and PA / backline, the night aims to grow a strong independent platform where new "export ready" artists are able to showcase their music to key British music industry professionals, media, tastemakers and audiences.

The initiative is supported by the Nordic export offices/NOMEX and 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 British - and / or a growing momentum, whether it be an industry and / or media buzz in the UK. 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 UK 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: Pete Jarret (ATC management), Francine Gorman (Editor of jajajamusic.com / The Nordic Playlist), Ed Poston (A&R Glassnote UK) Natasha Haddad (Festival Republic/Head of booking Latitude Festival). In the event of a conflict of interest, the member will refrain 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. There are no set fees, but the box office will be split amongst the artists playing.

PR, PROMOTION AND MARKETING

All artists will benefit from a press, promotion and marketing team, with PR Debbie Ball (Create Spark), winner of Best Independent PR at Record of The Day Award 2012, focusing on print and online media. 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. 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:	<input type="text"/>
Record/Prod. company:	<input type="text"/>
Agent:	<input type="text"/>
Publisher:	<input type="text"/>

Current UK industry set-up:

Management:	<input type="text"/>
Record/Prod. company:	<input type="text"/>
Distribution:	<input type="text"/>
Agent:	<input type="text"/>
Publisher:	<input type="text"/>
Promo team (print, online, radio/TV etc):	<input type="text"/>
Lawyer:	<input type="text"/>
Other:	<input type="text"/>

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):

UK/US media momentum / editorial coverage and quotes:

UK industry interest / dialogue:

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

A large empty rectangular box intended for the user to provide a short description of planned UK market activity.