



REASONS TO PLAY JA JA JA

- Travel support from your Export Office
- With the Ja Ja Ja event as the anchor date, a UK tour can be easier to build
- Box office income is split amongst artists, in cash on the night (historically between £100-£250 per artist)
- A press, promotion and marketing team working for you, with PR Hannah Gould (ex-national press at the Beggars Group) focussing on print and online media, a social media team boosting the profile of artists and the event itself across all major social networking sites, plus the support of the hugely respected The Line of Best Fit website
- A dedicated business-to-business consultancy to assist artist management / industry reach out to and meet with relevant UK industry contacts
- Excellent production at a well-known and respected central London showcase venue - The Lexington
- Large guestlist allocation. Scanned copies of who attended are sent to management after the event to help with following-up contacts
- An opportunity to strengthen your Nordic network by meeting with other Nordic artists and industry
- Large promotional reach through a joint co-operation between all five Nordic Music Export offices and their outlets in the UK (UK databases, embassies, cultural institutions etc.)
- Curated by a carefully chosen London-based booking group, with guidance from the Music Export Offices

STATS AND FEEDBACK FROM OUR EVALUATION PROCESS

- 89.5% of responders felt that Ja Ja Ja provided Nordic artists and industry with a strong, independent platform to showcase their music to key British music industry professionals, media and tastemakers
- 50% reported that they had tangible results from playing the Ja Ja Ja showcase and a further 25% said that they were in dialogue with interested parties (especially with labels) which may lead to deals
- 70% of Nordic industry professionals felt that their industry network had strengthened as a result of Ja Ja Ja
- 89.5% felt that the pre-event PR and marketing was either good, very good or excellent

"The Nordic region has long proved to be a hotbed of interesting and diverse musical talent. The Ja Ja Ja club nights offer a great opportunity to check out new and up-coming Nordic bands without having to put in the air miles." - Christopher Barrett, Features Editor, Music Week

"On behalf of When Saints Go Machine I wanted to thank all of you for a great night, a great team, a great outcome." - Lisa Marxen, Blackwood

"Ja Ja Ja is a brilliant platform for increasing the exposure of Nordic artists in London, and we were really happy with the turnout and reaction for Nikki & The Dove." - Lucy Dickens, ITB (agent for Devendra Banhart, Hot Chip, Laura Marling, Mumford & Sons)

"Ja Ja Ja has established itself in the UK music industry calendar as the go-to regular club for unearthing the best new talent the Nordic region has to offer, delivering something fresh to the London live music scene." - Jon Mac, Co-Founder the Great Escape, Promotions Director, Mean Fiddler

"Every aspect of the Ja Ja Ja night was handled with the utmost attention to detail ensuring things ran smoothly. But that wasn't what made it great. The people, the promotion and packed venue made the Ja Ja Ja night one of the best of the year!" - Scott Cohen, The Orchard

"I came to Ja Ja Ja to see the excellent Harry's Gym perform at The Lexington and the gig was well attended by a healthy mix of new music fans and industry faces. Ja Ja Ja actually has the potential to become a cool live brand in London." - Steve Tilley - National Promoter, Kilimanjaro Live

"The Ja Ja Ja nights have been well attended, well organised and well chosen musically. The acts that played have varied in genre and have captured London's gig going community, which is no easy task. Introducing new music from a specific country, region or part of the world can be difficult in a big city, but Ja Ja Ja have managed this successfully." Huw Stephens, BBC Radio 1

The Ja Ja Ja night is probably the best London-gig we've done so far". - Ungdomskulen