

MAYE CAVALLARO

MZJAZZ.COM

Live performance is a chance to communicate directly with the audience. Developing your skills in performing will benefit your musical life in so many ways. It's an opportunity to join the community of music fans and other musicians. Live performing is one of the ways that artists generate "buzz," and so become known and included. That in turn, creates more opportunities to be a player. Not too many people will see you in your living room unless you are live streaming. Getting skilled at putting on an engaging, convincing and memorable concert will continue to open doors for you throughout your career.

There are 4 benchmark elements I consider when I go to a show.

Appearance When you appear in front of an audience the first thing they see is how you look. This includes your clothes, your comfort on stage, energy, and eye contact, all of the elements we "look at." You are making a statement with your appearance.

Material is your repertoire, the songs you play, and how they relate to you and how they relate to the audience. The variety of sounds and feels you present and the creation of "moments" for the audience to remember. It also includes what you say in your show, how you introduce yourself and your music to the audience, how you relate to other band members. This element represents your direct connection to the audience.

Musicianship and Skills include your ability to execute your ideas, your technical mastery as a musician. It includes also the originality and commitment to your playing including tone quality, rhythm, phrasing, dynamics; all of the qualities that we "listen to." It includes the quality of your composing or arranging.

Style is all of the qualities difficult to describe, emotional delivery, and ability to make us "believe," the ability to entertain and engage us on a personal level.

Consider each of these elements and how they work together to create the concert and career that you want.

For your concert you are responsible for promotion, programming and personnel. CJC will help to publicize your concert by including you in in-house promotion and also on our mailer as well as on the website. *(Due to current restrictions regarding Covid there is some uncertainty about selling tickets and etc. We'll just play it by ear, so to speak, for the time being.)*

You will need promotional materials to help publicize yourself and your show. Here are some of the things that you will need to develop a professional career.

- a. Professional photos (This is one of the most important pieces of your promotional material. Put some time and money into deciding about the image you want to project, as well as wardrobe and etc. Look at lots of artists websites, CD covers, posters and the like to help you decide how to present yourself in a way that is appropriate for you.)
- b. Sound files and/or video clips to promote your music.
- c. Short blurb (concert description) for us to use on the Jazzschool posters and on the jazzschool website.
- d. Short bio (This is a short description of who you are as an artist. Don't need this for Jazzschool show.)
- e. Long bio (Your story. Many artists have this bio written professionally. Lots of examples on artists websites.)
- f. Social networking (Twitter, Facebook, Linked-in, whatever.)
- g. E-mail list
- h. Postcards (You can use postcards to publicize your event, put on the tables at your gigs, paste on your refrigerator.)
- i. Website or blog