

Why showcase?

Discover and be discovered

UPBEAT is the Showcase Platform of European festivals featuring world and traditional music in their programming. While these genre descriptions are relatively straightforward, the idea of a 'showcase' as such may be somewhat foggier.

Here is our quick guide to help up-and-coming artists navigate showcase festivals.

What is a showcase?

Showcase festivals are the foundation of the music industry: they offer a platform for emerging artists and bands to conquer the world. Showcase festivals usually select performers on an application basis (or sometimes based on invitation) and offer shorter performance slots, between 30–60 minutes. In this short time, the performers have to showcase their best qualities and their unique offerings. In exchange, the showcase festival makes sure the audience is filled with music industry professionals: buyers, agents, journalists, experts and influencers from various backgrounds.

Therefore, showcases are important stepping stones towards international recognition. Think of a showcase performance as an investment in your career and a unique learning opportunity to develop professional skill sets.

What can a showcase provide you with as an emerging artist?

- A showcase performance establishes your presence in the scene you want to break into;

- Showcases grant you an exclusive opportunity to network with potential new buyers, press and future collaborators;
- An opportunity to pitch your projects to a relevant audience at pitching & listening sessions or speed meeting events;
- Many showcases have dedicated educational programmes – mentoring, workshops, trainings – for emerging artists;
- Visibility and a professional experience on an international level.

Pro tips for showcasing artists

- Consider that showcases are an investment in time, effort, and perhaps money. Be aware that showcases may not all offer you the same conditions.
- Take advantage of the training opportunities provided by some showcases. A showcase performance is not just another gig - it's an opportunity to improve.
- Show respect to those who are working at (or for) the event (crew, organisers, fellow performers). Artists who are easy to work with are more likely to score new invitations.
- Make an impression! If you don't have to run off to your next gig straight after your showcase, stay around to network with your listeners (don't forget, they are usually other industry professionals who can help you further in your career) and get inspired by listening to other performances.

Our final and most important tip is to know why you are showcasing and who your audience is. By understanding the nature of showcase festivals, you can tailor your performances to maximise your success.

More info about the showcases participating in UPBEAT:

<https://upbeat-platform.eu/partners-members/>