

NOORDERSLAG WEEKEND

THU 10 | FRI 11 | SAT 12 JANUARI 2008 GRONINGEN NL

AS A DOUBLE FESTIVAL AND BUSINESS SEMINAR IN ONE WEEKEND, THE NOORDERSLAG WEEKEND SERVES AS THE EUROPEAN PLATFORM FOR THE EUROPEAN LIVE MUSIC INDUSTRY, MUSIC MANAGEMENT, EUROPEAN RADIO PROFESSIONALS AND (ONLINE) MEDIA. THE 2007 EDITION FEATURED OVER 240 NEW EUROPEAN ARTIST SHOWCASES, 2400 MUSIC INDUSTRY PROFESSIONALS FROM 36 COUNTRIES, A SEMINAR WITH OVER 40 PANELS AND MEETINGS AND A PAN EUROPEAN RADIO BROADCAST WITH 28 EBU RADIO STATIONS PRESENT. THE NOORDERSLAG WEEKEND IS BOTH THE BEST WAY TO CONNECT TO THE EUROPEAN LIVE MUSIC INDUSTRY AND A GREAT WAY OF SEEING THE MOST PROMISING NEW ROCK, POP AND ELECTRONIC BANDS AND ACTS FROM EUROPE.

COMPETITION

This all means that the competition per slot is high: the quality and international potential of artists submitted are the deciding factors to book an act. This is especially valid when one keeps in mind that 55 European festivals, working together within ETEP, send their booking teams to the Noorderslag Weekend each year to discover and book new acts for their upcoming edition. ETEP festivals are totally free in choosing the artist(s) of their preference, as long as they are not from their own country. This simply means that each country should propose the artist(s) they would want to send to the Noorderslag Weekend based on the most potential outside their own country. Even when EuroSonic is called 'Europe's Prime New Talent Event', this does not automatically mean that each country is obliged to suggest only new talent. You are free to submit artists who are arrived in your country: keep in mind that they most likely are new talent for the majority of the European music industry outside your country.

SELECTION PROCEDURE

Noorderslag Weekend works closely together with partners such as EBU radio stations, Export Offices and ETEP/Yourope festivals: although there is an open door policy, we strongly stimulate and suggest cooperation between partners in each country. In an ideal world these partners select the best and potential acts (3-4) from their country and suggest these acts to the Noorderslag Weekend booking committee.

No guarantees: we trust you all understand that the basis of our choices to book an act or not is ours. We also have to consider factors such as production details and suitability in the total program. However, we guarantee that proposals by the above suggested cooperation are taken very serious and will be treated with the utmost care: you are our extended A&R ears

out there. It would be perfect as the partners in each country could continue to work together in bringing the best possible success for the selected artist(s) en route to The Noorderslag Weekend but also work together on furthering the careers of the foreign acts chosen by the ETEP festival(s) and EBU radio stations in your own country. This would make the circle round and the system more effective. If the national organisations are co-operating and platform members are more involved, this will result in higher quality artists offered to the NSW and stronger support and backing from their own country. This again should result in a - in general - higher overall quality of artists performing at the ETEP festivals with a higher possibility of international success and careers.

FOR EUROSonic 2008
PLEASE USE THE ONLINE BOOKING FORM AT
WWW.EUROSonic.NL AND SEND INFORMATION
BEFORE SEPTEMBER 4, 2007 TO:

NOORDERSLAG WEEKEND

P.O. BOX 566
9700 AN GRONINGEN
THE NETHERLANDS

EUROSonic

Europe's Prime New Talent Event
THURSDAY 10 AND FRIDAY 11 JANUARY 2008

Twenty-five venues in Groningen city centre, all within walking distance: the best new talent from Europe

NOORDERSLAG

SATURDAY 12 JANUARY 2008

Nine stages in De Oosterpoort venue in Groningen: the best bands and acts from the Netherlands

NOORDERSLAG SEMINAR

THURSDAY 10, FRIDAY 11 AND
SATURDAY 12 JANUARY 2008

De Oosterpoort, Groningen: music industry seminar for the Dutch music scene & the international live music industry.



The EuroSonic festival has an **open door policy** for all European acts: all applications are taken seriously and evaluated equally. For the last edition we received more than 1500 applications and we expect more than 1800 applications for the upcoming 2008 edition.

THE NOORDERSLAG WEEKEND CONSIST OF THREE PARTS:

EUROSonic | NOORDERSLAG | NOORDERSLAG SEMINAR

GRONINGEN NL - WWW.NOORDERSLAG.NL - WWW.EUROSonic.NL



FOCUS ON SWEDEN at EuroSonic 2008

"For admirers of quality pop music, Sweden is almost too good to be true." THE GUARDIAN, UK