

## **Apply now for the Abram Wilson Career Development Programme 2023–2024!**

### **What is the Abram Wilson Career Development Programme?**

We support talented and up and coming musicians through free, regular, personalised coaching, mentoring and career strategy sessions over a period of up to 18 months. We tailor our support to your individual needs, depending on what stage you're at in your career.

Our programme will also support you by providing access to industry professionals - this includes industry expert series throughout the 18 month period as well as showcase opportunities and opportunities to develop your skills as a music educator with us, giving you additional income streams.

### **Why apply to the Abram Wilson charity?**

Since 2012, we've worked with more than 200 performing artists, helping them secure label signings, distribution deals, album and LP launches, high-profile performances and multiple awards and nominations. Our artists have gone to sign with Sony Music, Brownswood, Scenic Route, Decca, New Soil, jazz re:refreshed, ETLWRecords, the Orchard and AWAL. They have also been nominated and received a number of prestigious industry awards including the Mercury Prize, the Jazz FM Awards, Worldwide Awards, Ivor Novello Awards, Guardian Album of the Year, Steve Reid Innovation Awards, and Youth Music Charity Awards.

Our focus is on creatives from minoritised groups who face barriers to the music industry. This might be because of gender, race, sexuality, disability or financial resources.

We also understand that since March 2020 musicians have suffered due to COVID-19, and as a result many have considered leaving the profession. This means that the industry as a whole is potentially looking at a loss of musicians from minoritised groups who are relatable role models for the next generation of musicians – it's a vicious circle that we're on a mission to help counter.

## Are you looking for me?

- Are you an up-and-coming artist in the early to mid stages of your career? OR
- Do you support the UK music scene as a promoter, label, manager, educator?

If you can answer yes to one or more of these questions, then we'd love to hear from you!

We support musicians of any age, who are in the early to mid-stages of their careers:

- with a jazz background or jazz influences.

And/or those in the early to mid stages of their careers who are:

- involved in supporting the wider jazz scene e.g. label/promoter/manager/music education.

**\*We are actively seeking applicants who identify as coming from a minoritised background.\***

Our 2020 to 2022 Career Development cohort included 12 emerging musicians who were 75% female and 43% from global majority backgrounds.

To apply, you should be able to show:

- Excellence in music
- Potential and commitment to substantially developing your career in music
- A commitment to taking part in our music education programme, paying it forward to the next generation.

[HERE](#)'s more information about the programme, including our current artists and impact.

## Sounds like me! What happens on the programme?

Our career development scheme includes personalised coaching, mentoring and career strategy sessions.

You will benefit from:

- Quarterly 90-minute strategy sessions led by Fred Bolza (founder of the New Soil label, music industry consultant, former Sony Music VP Strategy and AW trustee)
- Monthly one-hour coaching and mentoring sessions led by an experienced certified coach
- One-to-one session on your communications strategy
- Industry expert series: previous sessions have been about music and the law, from top entertainment firm Clintons; songwriting from multi-award winning songwriter Jamie Hartman; and how to diversify your career from Ivor Novello Lifetime Achievement recipient Nitin Sawhney, OBE
- Networking and collaboration with a close community of peers
- The opportunity for training and support on how to deliver workshops for our music education programme, working with 11-18 year olds.

### **Highlights from the 2020-22 programme**

- We helped five mentees to self release and another two to sign with a label.

Plus, all mentees:

- Created a long-term career strategy
- Received expert advice on how to navigate the industry and break down their strategy into achievable goals
- Benefitted from a series of industry expert sessions on topics, such as copyright law, managing your finances and fundraising
- Learned how to build their personal brand; how to use their skills to influence others (such as a label) and how to grow their audience.

### **How do I apply?**

Please send us:

- Your biography (no more than half an A4 page)
- Two links to demonstrate your music if you are a music creator
- Links to your website and socials (if you have them)

You can then choose from sending:

- 1) A written application of one page answering the following questions: Why do you want to be part of this programme? Why do you think it will benefit you at this point in your career? What do you hope to gain from being involved? What could you give back/pay forward as a result of being involved?

OR

- 2) A video of no more than five minutes answering the following questions: Why do you want to be part of this programme? Why do you think it will benefit you at this point in your career? What do you hope to gain from being involved? What could you give back/pay forward as a result of being involved?

Send to Leah James at [leah@abramwilson.com](mailto:leah@abramwilson.com)

### **What's the deadline?**

Send your application to us by Thursday 17 November 2022 at 5 pm.

### **When are interviews?**

Wednesday 30 November, Thursday 1, Wednesday 7 and Thursday 8 December 2022.

### **Can I find out more before I apply?**

You can book a call with our CEO and founder, Jennie Cashman Wilson, to discuss the programme and find out if it's right for you on one of these days: Wednesday 2,

Thursday 3, Friday 4, Thursday 10 and Friday 11 November. This will be subject to availability.

If you're successful with an interview, we will make sure you're clear about what kind of questions we'll be asking, so you can prepare ahead.

### **When will the 2023–24 programme start?**

The programme will start with a series of online group workshops on 'Building your career in the music industry' with Fred and Jennie during February 2023.

The one-to-one strategy and coaching sessions will then run from April 2023.

### **Access requirements**

Please let us know if our application process needs to be adapted for your access requirements.

### **Any Ts & Cs I need to know about?**

- The coaching, strategy and industry expert sessions are free
- Most sessions will be online
- Occasionally there will be some in person events. We will try to make a contribution towards travel expenses for those travelling outside of London, but this will be subject to funding
- If you are accepted onto the programme we expect 100% commitment to attending all online sessions.

### **What artists who've completed the programme say**

"I always feel like I have more purpose and a clearer plan of action after our coaching sessions."

- Shereece Storrod, artistic director of Black Voices all-female acapella quintet and building coordinator at Grosvenor Road Studios.

“Thank you so much for today’s masterclass. It was awesome to hear Jamie Hartman’s insights and experiences, the information was so helpful. Excited to see how things can grow from this!”

- Nina Fine, singer-songwriter and Women In Jazz co-founder.

“I’ve reached my Kickstarter goal, and wanted to say thanks so much for your help, support and advice in the last session especially. You really helped me focus on the important people to target and gave me a real boost to go ahead and do that confidently.”

- Emma Johnson, saxophonist and composer.

“Thanks so much for your time and support. I’m so excited about the direction it feels like things are headed and about how much I’ve learnt from you. I can’t wait to learn and do more.”

- Verushka George, singer.

### **About the Abram Wilson charity**

Inspired by the critically acclaimed and award-winning musician Abram Wilson, we are here to champion minoritised and unrecognised talent. We provide visibility, access and opportunity within an industry which is often closed to all but the most privileged.

We meet young people exactly where they’re at – whether that’s at school, in the community or online – and encourage them to find their unique musical identity.

And we offer practical support to emerging musicians and music professionals by sharing valuable connections and opportunities.

We’ve worked with +200 performing artists, providing strategic support to 45 and delivered 72 gigs to nearly 10,000 audience members.

Since 2015 we’ve reached over 10,000 YP in deprived areas with performances and 650 participants with +550-hours of participatory arts workshops in London and Birmingham in partnership with Hackney Empire, Church of Sound, Premises Studios,

National Maritime Museum and THSH Birmingham.

### **Our purpose**

We inspire, connect and open doors to the music industry so that young people from disadvantaged and diverse backgrounds have an equal chance to realise their creative potential.

### **Our vision**

A music industry that genuinely reflects the best image of our society so any young person is able to see it as a place for them and can participate in, and collectively contribute to the next generation of talent.

### **Our values**

- We challenge inequality  
*Promoting inclusivity and equity in music.*
- We pay it forward  
*Sharing our knowledge, skills, and networks with the next generation*
- We work tirelessly  
*To encourage young people to find and use their creative voice*
- We are champions  
*Of untapped, undiscovered and unrealised talent*