

CMU Insights, Urban Development & BIMM present

THE EDUCATION CONFERENCE

A day of talks and debates putting music education in the spotlight

at The Great Escape | Wednesday 16 May | Dukes at Komedia, Brighton | 9.30am-5.00pm



Everyone agrees that the British music industry is one of the UK's success stories.

British artists, songwriters and music companies constantly punch above their weight, and the government acknowledges the value of British music - culturally, commercially, and as a calling card around the world. Yet music education in the UK has seen its funding cut and its place in the curriculum downgraded. How can we ensure that the UK music industry of the future has the talent and knowledge it needs to continue to prosper?

CMU Insights, Urban Development and BIMM have come together to launch a major new research project reviewing music education in the UK. To get things started, we are presenting a full-day conference as part of this year's Great Escape Convention, bringing together music educators and employers from across the UK to create a new manifesto for music education.

THE SCHEDULE

10.00-12.00 MAPPING MUSIC EDUCATION

What do we even mean by music education? At every level, every age, every genre, we have mapped music education across England in its widest sense. On the back of this, we will present a guide to music education across England in all its forms, before putting the spotlight on key segments and interviewing people working in each of these areas, including...

10.25 - 10.40	In The Classroom
10.40 - 10.55	Music Hubs
10.55 - 11.10	Innovations In The Classroom
11.10 - 11.25	Innovations Outside The Classroom
11.25 - 11.45	Higher & Further Education
11.45 - 12.00	Industry-Led Initiatives

12.15-13.15 MUSIC EDUCATION - IN CRISIS?

There have been a flurry of articles and opinion pieces in the last year declaring there is a crisis in music education. We hear music education is under-funded, under-valued and under-played. So, is music education really in crisis? And, if so, what can be done about it? We look at the eBacc and the music hubs, before launching a debate on whether there really is a crisis and - if so - what form it takes and what can be done to fix things.

14.00-15.30 INFORMING THE CURRICULUM

The Education Conference is all about connecting music education and the music industry. If music educators are equipping and enabling the young creators who will fuel and lead the music and wider creative industries of the future, what knowledge and skills do those young creators really need?

We look at the jobs and careers available, and the skills and knowledge young people need, before getting specific insights from four groups of musicians and music executives...

14.10 - 14.30	The Recruiters
14.35 - 14.55	Music Makers
14.55 - 15.15	Musicians Turned Execs
15.15 - 15.30	Artist Entrepreneurs

15.45-16.00 A MUSIC EDUCATION MANIFESTO

CMU Insights, Urban Development and BIMM outline some key themes that have come out of their mapping of music education and the conference so far, and then discuss what the next phase of their music education research will focus on.

16.00-17.00 MAKING IT HAPPEN

We wrap up the day seeking practical measures, simple solutions and - perhaps - radical new approaches to enhancing music education in England and beyond. We will consider how music educators can win the argument in Westminster, before considering how the music education sector and the music industry can better connect to shape the future.

SPEAKERS INCLUDE

Adam Joolia Director, Audioactive
Chris Cooke MD, CMU Insights
Dan Francis UK Education Strategy Manager, RSL
Deborah Annetts CEO, Incorporated Society Of Musicians
Diane Widdison National Organiser For Education, Musicians' Union
Georgia Train singer/songwriter
Hannah Fouracre Director of Music Education, Arts Council England
Jane Beese Head Of Music, The Roundhouse
Julia Ruzicka College Principal, BIMM London
Julian Deane Managing Director, Raygun Music
Lucie Caswell CEO, Featured Artists Coalition
Mark Davyd CEO, Rhythmix & Music Venue Trust
Mark Irwin Dean Of Higher Education, BIMM
Martin Elbourne Co-founder, The Great Escape
Matt Griffiths CEO, Youth Music
Mel Thornton Head Of Careers & Employability, BIMM
Oliver Morris Director of Education & Skills, UK Music
Pamela McCormick Founder & Director, Urban Development
Paul Latham President UK, Live Nation
Peter Chivers Head Of Music & Arts, BHMA
Phil Nelson Music Industry Ambassador, BIMM
Philip Flood Director, Sound Connections
Roxanne De Bastion artist entrepreneur
ShaoDow artist entrepreneur
Steve Hillier songwriter/producer
Svetlana Eliason musician
Silvia Gargiulo Founder, BIY People & Talent
Vanessa Wilson Consultant, Value Added Kids

Tickets for The Education Conference are £65.

You can also access the conference with a Great Escape delegate pass. More info at musiceducationconference.com

