



INTERNATIONAL JAZZ DAY 2017: CREATING AN EVENT

On April 30, 2017, institutions around the world will play an important role in representing their countries by holding their own International Jazz Day events. Having your organization participate in International Jazz Day provides an opportunity to:

- Link with this worldwide celebration's strong positive values, including peace, intercultural dialogue and cooperation between nations
- Provide enriching, entertaining, educational and cultural programming
- Align with globally recognized and respected UNESCO branding

While many organizations choose to commit substantial resources to planning and executing their own celebrations, it is easy to take part in Jazz Day while minimizing budgetary and logistical impacts.

1. No event is too small. Even a relatively simple acknowledgment inserted during the course of a day, such as a reception or proclamation, can be a meaningful way to pay tribute to the message of International Jazz Day. Some partners also choose to post content on their official blogs or websites, or to sponsor small community events like jam sessions. For more ideas, please visit jazzday.com/events

2. Flexibility is key. We are aware that many organizations, while eager to participate, determine their schedules and budgeting up to a year or more in advance. We therefore welcome you to dedicate any portion of your previously scheduled cultural programming to the values of International Jazz Day. Jazz is an exceedingly inclusive art form, and in most cases aligning your event with the day will only enhance it.

3. Host an All-Star Global Concert Viewing Party. We will offer free access to the webcast of the annual All-Star Global Concert, featuring world-renowned musicians performing in the 2017 Global Host City (to be announced). We will also provide an on-demand version for viewing after April 30. Organizing a concert viewing is a convenient way for organizations to participate in the celebration.

4. Spread the word. If your institution opts not to organize its own event, it can still play a valuable role by working with community leaders and/or local musicians to raise awareness about the day and encourage citizens to get involved on their own.

Questions? Comments? E-mail outreach@jazzday.com