



INTERNATIONAL JAZZ DAY 2021: CREATING AN EVENT

On April 30, 2021, 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:

- Partner with this worldwide celebration helping to promote jazz music's strong positive values, including peace, intercultural dialogue and cooperation between nations
- Provide enriching, entertaining, and educational 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 acknowledgement during the course of a day, such as a proclamation or a small virtual reception, 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. **Be sure to follow all of your local public health directives when deciding what kind of event to organize, and most importantly, be safe!** Virtual events are a great, socially-distanced way to celebrate International Jazz Day. For more ideas, please visit jazzday.com/events or reach out to our team at outreach@jazzday.com.

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. You may also consider marking this day on your annual calendar for your convenience as you look towards next year's planning.

3. Host an All-Star Global Concert Viewing Party. We will offer free access to the webcast of the annual All-Star Global Concert on April 30, featuring performances by world-renowned musicians. We will also provide an on-demand version for viewing after April 30. Hosting a viewing party with your employees, customers or other constituents, **whether in-person or virtually**, is a great way to access the positive message of International Jazz Day.

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

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