

Passport to Austin SXSW Music Programme



A bespoke package of support to help you make the most of SXSW 2012 Conference and Festival event.

UK Trade & Investment (UKTI) in Yorkshire and the Humber would like to support the music industry to get the most out of visiting the SXSW conference and festival by providing the Passport to Export mentoring package specifically tailored to meet the needs of newcomers to the SXSW experience.

What's included?

The package includes a one day strategy workshop aimed at helping companies to shape their individual plans to create overseas interest and some invaluable contacts and publicity to prepare you for a visit to SXSW in March 2012. The cost of the briefing workshop, research and assistance is £300 + VAT per delegate.

If your company is eligible to join the Passport to Austin programme then £1000 of matched funding (50%) will be available to use against your SXSW costs. This could be used towards your pass, flights, accommodation and marketing collateral. You will also have one to one support from a UKTI international trade advisor who has experience of SXSW.

To register, please contact:

Jo Hubbard
International Trade Adviser
07500 082589
j.hubbard@uktiyorkshire.co.uk



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What are the benefits?

SXSW Strategy Workshop (January 2012)

Presented by Phil Patterson, Music Industry Expert for UKTI. This one day strategy workshop which is part of the Passport to Export Programme is specifically aimed at music at SXSW.

We will look at how people have successfully used UKTI in the past, the various things to consider in looking for partnerships and opportunities overseas and an understanding of your objectives in attending the conference.

The workshop will include a video conference with Carlo Cavagna who is our US Sector Lead for Creative and Media in the USA and has a wealth of experience in the music industry and of SXSW.

SXSW Preparation, Research & Contacts (November – February 2012)

Carlo and his team will undertake market research on behalf of the group and provide you with a comprehensive list of relevant contacts in the music industry. His team will also carry out publicity on your behalf and issue press releases prior to the conference in March.

SXSW Conference and Festival (13th - 18th March 2012 – Austin, Texas)

There is plenty to do at SXSW with the conference, festival and networking opportunities, of which we will keep you informed. We will have UKTI staff on hand to help if you need us and you can also use the UKTI exhibition stand as a venue to network and arrange your meetings.

How do I get involved?

If you would like to participate in the Passport to Austin programme and subsequent delegation to SXSW then contact UKTI International Trade Adviser, Jo Hubbard who will assess your eligibility and process your application.

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