



Reimagining jam sessions
whilst preserving the magic and purest nature



Esther Barrientos

'Reconnecting people, music and creativity through the magic of improvised live music'

Themed jam sessions in **undisclosed locations** by up and coming and known artists. An intimate space for artists and audiences to reconnect, share, get inspired and co-create music together through the freedom and flow of improvisation.

With **music and creativity** at its head, The Jam Hub facilitates the ideal environment for the audience to interact, co-create, jump on stage or simply enjoy the moment. A **revolving stage** and a mix of soft seating will preserve the intimate atmosphere that sparks peoples creativity. The events will be **seasonal**, hosting jams in vibrant rooftop locations during the summer season.

They aim to bring back all the magic of the moment that the pandemic has locked up whilst **breaking new ground** in the jam sessions' world by offering a **co-creative** and curated experience in **unconventional spaces**.

CUTTING-EDGE
MEMORABLE
IMMERSIVE
INTIMATE
LOCAL



Consumer persona



Millennial music lovers

Young professionals economically independent

20-39 years

- * Music expenditure over £20 per month (36% goes to small gigs)
- * They value the overall experience, the perception of living once-in-a-lifetime events
- * They seek a high level of participation
- * They like to feel part of a community of like-minded people
- * They demand music quality, the event atmosphere and shared experiences

Main drivers to music concerts

35% Create great memories

34% To see a particular band/artist

29% To escape everyday life

24% To socialise with new people

22% To feel close to the band/artist

85% are likely to repeat if they enjoyed the experience

Marketing Plan

Objectives

- * Becoming the leading jam event organiser in London
- * Build a trustworthy community of artists
- * ROI in 2 years time

ONLINE

- Strong social media presence: Instagram, Facebook, Songkick, Twitch

- Curated and inspiring content related to the music industry that will help building a community: blog posts, latest news

- Banners promoting the events

OFFLINE

- Word of mouth

- Strong press presence e.g. TimeOut, Resident Advisor, Fact Mag, Clash Music, I-D Magazine

- Street Advertising (OOH) in the form of legal graffiti or a QR code that redirects to the website



(Mintel, 2019)

(UK Live Music Census, 2017)

USP

'London's most immersive jam experience'

Going Local

Music events and local businesses have been one of the hardest-hit sectors by the outbreak of the pandemic, which was what really encouraged this business idea.

Partners

Working closely with local like-minded brands

- Two Tribes Brewery – <https://twotribes.co.uk/>
- Folkies Music – <https://folkiesmusic.co.uk/>
- On The Corner Records – <https://onthecornerrecords.kudosrecords.co.uk/>
- Browns Wood Recordings – <https://brownswoodrecordings.com/>
- Music Schools – <http://tlms.co.uk/>
<http://www.abmusicacademy.com/>

Price

£18-£22 depending on the line up

Event Details

- * Each event will host no more than 40 guests to preserve the intimate factor.
- * 3h gigs in **undisclosed locations** twice per month throughout London.
- * Each event will be an '**interactive live-stream accepting donations**' that encourages audience participation, co-creation and networking
- * Cashless
- * Rooftop season in summer





LIVE JAM SESSION



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WORLD OFF



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