



BUSINESS
BEHIND PERFORMANCE

17th March 1986

Dear

We have great pleasure inviting you to the opening of the first Black^{*}Music Fair '86. on Friday 21st March 12.30 pm at the Brixton Recreation Centre, Station Road, Brixton.

The Black Music Fair is being presented by the Grater^{*} London Council's Race Equality Unit as part of the Black Experience Arts Programme. The main theme of the Fair is "Business Behind Performance" featuring community based independent producers, promoters and record labels; Live-Fair for new groups to present their talents and ser^{*} of Educational seminars on Production, Management, Marketing and promotion. Two evening concerts have also been organised along with a disco evening for young DJ's. The

Black Music Fair '86 aims to highlight the diversity and richness of Black Music and will to provide. *an opportunity to learn about the Business Behind Performance.*

We sincerely hope you will be able to join us in launching this ^{*}Unique initiative for the greater promotion of Black Music.

To facilitate planning, we would appreciate if you could let us know whether you are able to accept the invitation. Please call the Black Music Fair Team on: 633-7227 or 633-2611/1477

We look forward to hearing from from you.

Best Wishes

Parminster Vir

Programme Director Black Experience Arts Programme.

ROOM 679 COUNTY HALL SE1 7PB TELEPHONE 01-633 7227/5824 TELEX 919443-1000 HQG
GREATER LONDON COUNCIL DEPARTMENT FOR RECREATION AND ARTS





BUSINESS
BEHIND PERFORMANCE

Dear Sir/Madam,

We are delighted to announce Britain's first ever Black Music Fair, which we hope will become an annual event in the International Music Calendar.

The Black Experience is a London - wide Arts programme reflecting historical and contemporary Black experiences through a variety of Art forms. It is an initiative of The Greater London Council's Race Equality Unit.

One of the events in the programme is the Black Music Fair "Business Behind Performance", organised by six Arts Administrators who are:-

Helene Clarke, Esther Edmund, Paul Lanipekun, Manjit Rooprah, Vernal Scott, and Artistic Director Ricardo Rennalls.

The individual artistic qualities of this team is outstanding, and by your participation you will help us to make this an extremely popular and successful event.

The aim of the organisers is to project and promote the contribution of black people to the British Music Industry. The BMF provides a unique opportunity for all those involved or interested in music to assemble under one roof. Among those attending will be:-

Producers, Record companies, Distributors, Record shops, Publishers, Radio programmers, Managers, Agents and Promoters, Advertising agencies, Music and National press, Community organisations, Educational establishments Funding bodies and the general public.

Speakers taking seminars on Management, Marketing and Advertising, Promotion and Production will form a part of the educational structure of the BMF. The participants will have the opportunity to carry out all business transactions quickly and efficiently in the space provided. Altogether, all those attending the BMF have an interest in one or more of the seminars.

Do you feel that your business/Company/Organisation or Educational Establishment would benefit from the BMF, either by exhibiting, advertising, taking part in seminars or by participating in the fair by being present in some other form?

Should you require additional information about the BMF, please do not hesitate to contact this office.

Yours Sincerely

The Black Music Fair Organisers.

ROOM 679 COUNTY HALL SE1 7PB TELEPHONE 01-633 7227/5824 TEL/FAX 919443 16493 6HQ6
GREATER LONDON COUNCIL DEPARTMENT FOR RECREATION AND ARTS RACE EQUALITY UNIT

Working for London
archive.parmindervir.com

Parmindervir OBE BLACK & ETHNIC ARTS ARCHIVE
GLC

THE MUSIC FAIR

- The influence which Marketing/Promotion has on final demand is enormous.
- The Black Music Fair '86, the first promotional exhibition of its kind, will provide an important platform for the Music Industry to display and promote their goods and services.
- The fair will also provide a unique opportunity for the Black Music Industry to examine each others goods and services and explore areas of collaboration.

PRODUCT PROMOTION AND DEMONSTRATION

LIVE FAIR '86

Adjoining the main exhibition area is a purpose-built theatre, fully equipped with every facility, seating for spectators, display area, stage and P.A system. The theatre is reserved for Groups, Businesses and Organisations which may wish to have live demonstrations and promotions of their products and services. The cost of hiring the theatre is negotiable.

ADVERTISING AND PROMOTION

In order to maximise target audience response to the Black Music Fair, a systematic and detailed advertising/promotion campaign is planned to commence in January 1986 through to the end of the Music Fair, utilising the Music and National Press.

DISPLAY UNITS

There will be approximately 100 (Rapid Ex) Shell Scheme Units of various sizes (as shown in the scale plan) which will be available at £20 per square metre, on a first come first served basis, as from 30 January 1986.

Facilities provided with each unit to include on request:-

- Name Plate/Display Sign
- Carpeted Floor
- Electricity Supply
- 13 Amps Power Point
- One 150 Watt Spot Lamp

THE BROCHURE

To coincide with the Black Music Fair a brochure will be printed. It is the intention of the fair organisers to pre-circularise a number of these brochures prior to the Music Fair, and to have the remainder of the copies available during the Music Fair.

To further promote advertiser's goods and services participants will be allowed free editorial of up to 300 words in the brochure. Advertising space in this publication is available at £100 per page for Black and White, and £200 per page for Full Colour.

February 28th 1986 is the DEADLINE for advertising and editorial copies.

CATEGORIES OF EXHIBITORS/PARTICIPANTS

The BMF provides a unique opportunity for all those involved in the Music Industry to assemble under one roof. Among those attending the BMF will be:-
Producers, Record Companies, Distributors, Publishers, Radio Programmers, Managers, Agents and Promoters, Advertising Agencies, Music and National Press, Community Organisations, Educational Establishments, Funding Bodies and the General Public.

Lecturers taking seminars on Management, Marketing and Advertising, Promotion and Production will be part of the educational structure of the BMF. The participants will have the opportunity to carry out all business transactions quickly and efficiently in the space provided. Altogether all those attending the BMF have an interest in one or more of the seminar headings.

THE BLACK EXPERIENCE PROGRAMME

BUSINESS BEHIND PERFORMANCE

BLACK MUSIC FAIR '86

The Venue

"The Brixton Recreation Centre" is situated in the London Borough of Lambeth. A prestigious multi purpose venue, the centre has received national acclaim for the General Appearance, Spaciousness and Cleanliness of its building. The centre boasts:-

- A Spacious and Attractive Exhibition area.
- Squash Courts
- Saunas
- Three Swimming Pools

THE FACILITIES

Car Parking

- Up to 1000 Car Parking spaces are available within the complex
- Reserved Car Park Sticker for Exhibitors are available on request

Catering

- The Catering Staff will be providing all meals, snacks and other refreshments. There is also a licensed bar.

Public Address System

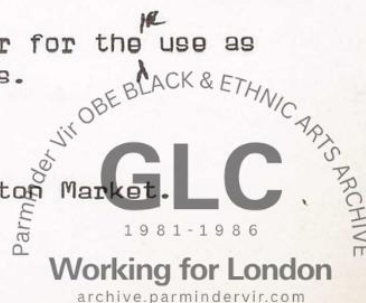
- The Brixton Recreation Centre is equipped with a P.A System which may be operated from various points within the building. There is a charge for any specialized use of the system.

Passes

The Participant/Exhibitor Badges will be sent to each exhibitor for the use as security passes at the Music Fair and must be worn at all times.

Shopping Facilities

Easy access to the Brixton Shopping Centre and the famous Brixton Market.



THE MUSIC FAIR

Lighting, Electrics and Power

This will be provided on request to meet the specific requirements of participants after installation costs have been agreed with the organisers.

Video Taping

Arrangements can be made in advance for on stage video taping of any event staged by the exhibitors.

Furniture & Equipment Hire

Available on request to meet individual needs.

Invitations

All exhibitors will receive 100 FREE Invitations in time for distribution to their clients.

Finally, if you require a service or facility which is not listed, please contact the organisers on 01-633 5824/7227.

The Black Music Fair '86
Race Equality Unit
Room 679, The G.L.C County Hall
London S.E.1 7PB.

ADVERTISING AND PROMOTION

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Race Equality Unit
Room 679, The G.L.C County Hall
London S.E.1 7PB.



BUSINESS
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22nd January 1986.

Dear Sir/Madam,

In March of this year there will be a Black Music Fair taking place at Brixton Recreation Centre. The aim of the BMF is to promote the contribution of black people to the British Music Industry.

I am writing to enquire whether you have any black artists who have new releases scheduled between now and the Music Fair which takes place on the 21st, 22nd and 23rd March, or any international artists who may be in England promoting their work at this time. If so, we would be grateful if you could send us a list of the artists and their management company so that they may be considered for inclosure in the BMF. If possible could you also send us records, cassettes, and videos of relevant artists for inclosure in our Music Display.

For the interest of your record company, an information pack will be sent about the complete Black Music Fair, which covers among other subjects, the "Business Behind Performance". This will be sent out during the next few weeks.

Yours sincerely

Esther Edmund

Esther Edmund
for the Black Music Fair '86



BUSINESS
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27th January 1986.

Dear

You are cordially invited by the organisers of the Black Music Fair to be present at the three day "Live Fair" event.

Taking place at the prestigious Brixton Recreation Centre on 21st, 22nd and 23rd March 1986, the essence of the BMF is to create the ideal situation where the Agent, Manager or Record Company Representative can discover the group, musician or singer they are looking for.

From the many groups seen by our panel, the artists, new or undiscovered will be selected for the quality and presentation of their music. At least 25 performances can be seen by you or your representative over the three days and each will be approximately 20 minutes or three songs, which ever is less.

Any business transactions can be carried out quickly and efficiently in the space provided.

I feel confident that you will be very satisfied with what you discover at the BMF.

Should you require additional information about "Live Fair" or the Black Music Fair, please do not hesitate to contact me at this office.

Yours sincerely

Vernal Scott



BUSINESS

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28th January 1986

Dear Sir/Madam,

As two of the organisers of Britain's first Black Music Fair, we would like to bring to your attention the initiation of three major seminars. These relevant and important seminars will be an integral part of the Black Music Fair and will focus upon the different facets of the music industry.

The seminars will give all those interested in the development and enhancement of Black music an opportunity to both listen and participate in an atmosphere of mutual respect and understanding. This rare chance to meet the people behind the music scene should not be missed at any cost. A cross section of British and International society will be present at the inauguration of the Black Music Fair

The combined effort of the people attending and participating in the seminars will make it a unique occasion in the Black Music Calendar, and mark a positive step towards greater recognition for the contribution made to the industry by Black people.

The Seminar topics are as follows:-

PRODUCTION - 21st March 1986
 MANAGEMENT - 22nd March 1986
 MARKETING/PROMOTION - 23rd March 1986.

We are encouraging students from schools, colleges, educational establishments and youth organisations, to participate in this exciting and beneficial event. Especially those who wish to start a business/Group or as an artist/Singer, or who may just be interested in how the music business operates,

To please contact Helene Clarke or Manjit Rooprah at :-

Room 679
 County Hall,
 London SE1 7PB
 Tel: 633-5824/7227

Yours Sincerely

Helene Clarke and Manjit Rooprah