

Why Showcase?

Discover and be discovered

A 'showcase' is a special concert format quite often misunderstood in the live music sector. Here is a quick guide to help up-and-coming artists navigate showcase festivals.

What is a showcase?

Showcase performances are an important foundation of the music industry: they offer a platform for emerging artists and bands to make their presence felt in the wider music world. Showcase events usually select performers on an application basis (or sometimes based on invitation) and offer shorter performance slots, between 30–60 minutes. In this short time, the performers have to show their best qualities and their unique offerings. In exchange, the showcase event makes sure the audience is filled with music industry professionals: buyers, agents, journalists, experts and influencers from various backgrounds. In addition, the showcase event should take care of a professional production and promotion through the event's channels and platforms. The promotion should include the dissemination of the showcase performance PR before the event, as well as a possible offer of valuable promotional material from the show - such as photographs, recordings and video production - available to the artist after the event.

Therefore, showcases are important stepping stones towards international recognition. Think of a showcase performance as an investment in your career and a unique learning opportunity to develop professional skill sets.

What can a showcase provide you with as an emerging artist?

- A showcase performance establishes your presence in the scene you want to break into;
- Showcases grant you an exclusive opportunity to network with potential new buyers, press and future collaborators;

- An opportunity to pitch your projects to a relevant audience at pitching & listening sessions or speed meeting events;
- Many showcases have dedicated educational programmes – mentoring, workshops, trainings – for emerging artists;
- Visibility and a professional experience on an international level.

Pro tips for showcasing artists

- Consider that showcases are an investment in time, effort, and perhaps money. Be aware that showcases may not all offer you the same conditions;
- Take advantage of the training opportunities provided by some showcase events. A showcase performance is not just another gig - it's an opportunity to improve;
- Show respect to those who are working at (or for) the event (crew, organisers, fellow performers). Artists who are easy to work with are more likely to score new invitations;
- Make an impression! If you don't have to run off to your next gig straight after your showcase, stay around to network with your listeners (don't forget, they are usually other industry professionals who can help you further in your career) and get inspired by listening to other performances.

Our final and most important tip is to know why you are showcasing and who your audience are. By understanding the nature of showcase events, you can tailor your performances to maximise your success.

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