

INTERVIEW WITH IMZ SECRETARY GENERAL KATHARINA JESCHKE ON THE IMZ ACADEMY



HOW HAS THE IMZ ACADEMY SERIES DEVELOPED SINCE IT FIRST LAUNCHED?

The IMZ International Music + Media Centre is an international business network dedicated to promoting performing arts through audiovisual media. We have access to experienced and talented specialists through our member base, and are committed to fostering a sustainable future for the performing arts and cultural film sector. Therefore, the idea of creating the IMZ Academy seemed like a natural step: Doing so keeps the industry healthy by providing young and established professionals with innovative tools and strategies to foster engagement in a digital world.

Together with IMZ Academy Director Peter Maniura, formerly Project Director Classical Archive and Orchestras Digital Strategy at BBC Music, we have organised Academies on the digital aspects of Dance, Audience Development, Performance Capture, Orchestra and Opera. Due to the enthusiastic response, we are expanding our IMZ Academy program.

We are thrilled to continue growing and remain committed to providing industry-specific know-how and supporting young talent with cutting-edge training sessions.

HOW WAS THE FOCUS ON THE “DIGITAL AGE” CHOSEN, AND WHY IS IT IMPORTANT TO PRIORITISE THIS RIGHT NOW?

New media poses challenges, but also opportunities for the performing arts. Our IMZ Academies are designed to tackle crucial and current issues regarding audience development and online strategies. In recent years, we explored the implications for orchestras as well as for opera. The feedback was overwhelming, leading us to organise an additional IMZ Academy specifically for opera this year in partnership with Accademia Teatro alla Scala from 9-10 July in Milan, Italy. As evident in the keen interest – registration for all IMZ Academies has gone very quickly so far – this digital theme has hit a nerve and meets the training and development needs of the sector.

Our IMZ Academy helps performing arts institutions identify and establish strategies to promote and position themselves in a digital world. We are looking into creative ways to communicate with the audience while also examining opportunities offered by performance capture and streaming to reach and engage new audiences in an innovative manner.

WHAT ARE SOME OF THE BENEFITS OF ATTENDING?

For starters, our speakers are experts at renowned organisations who share their professional insights and know-how. Furthermore, the IMZ Academies approach learning in a very practically-oriented way, with seminars and workshops structured around specific challenges and real-life examples. Finally, small groups allow for direct interaction and exchange among participants and speakers, thereby enhancing the learning and networking experience, which is especially beneficial given the multitude of backgrounds and nationalities that attend an IMZ Academy.