

SERIOUS

MILESTONES

2025

RECRUITMENT PACK

Are you keen to develop your ability to put on incredible live music events and build your experience within the industry? We are looking for motivated, aspiring event producers aged 18-25, to become part of our professional development programme, Milestones.

The project offers masterclasses in all aspects of the live events industry, delivered by Serious' team of experts. You will then be given the opportunity to programme, produce and deliver your own event taking place at the EFG London Jazz Festival in November 2025

Milestones is an exceptional opportunity to build the skills and experiences needed to develop your own career within the music and live events sectors. You will have the chance to attend industry masterclasses, work with exciting artists and programme and produce an event as part of one of the biggest jazz festivals in the world.

PROJECT PLAN

The programme will start with an induction meeting to assess participants' interests and any areas of focus to be covered throughout the scheme.

We will then hold 4 workshops covering all areas of the live music industry – including programming, event production, budgeting, marketing, and creative engagement – delivered by members of the Serious team and freelancers in our network. Following on from these initial skills building sessions, we will run programming and production meetings, enabling participants to plan and deliver their own live event; a daytime takeover at the Southbank Centre held as part of the EFG London Jazz Festival.

Approximately half of the meetings will be held in-person at our offices in London Fields and the remainder will be held online. All participants must be able to commute to London Fields as well as the gig at the Southbank Centre so we expect participants to be based in London and the surrounding area. We will reimburse travel and food costs throughout the project.

We will offer work experience and shadowing opportunities at Serious shows throughout the year. This will include supporting show managers and artist liaisons to deliver shows across our year-round programme of events, in addition to opportunities in the programming and marketing teams. During the EFG London Jazz Festival (14-23 November) there will be a number of additional volunteering opportunities.

Milestones offers participants the chance to:

- Take part in masterclasses with industry professionals
- Oversee the planning and delivery of a high-profile event
- Gain backstage access to some of the UK's top arts venues with backstage tours
- Get free access to gigs and events (depending on availability)
- Gain an insight into how a leading live music producer & promoter operates
- Work and socialise with the other young professionals
- Develop organisational and communication skills
- Receive ongoing mentoring and support from the Serious team

BURSARY AND EXPENSES

The project is free and all participants will receive a bursary of £250 each for their time programming and producing the event. This is dependent on attendance and may be deducted if participants miss multiple sessions. This bursary will be paid at the end of the project.

We will also cover travel and food expenses during in-person workshops and on the day of the gig.

WHO WE'RE LOOKING FOR

We are looking for applicants who are committed, hardworking and passionate about live music and events. We want to work with people who can get the most out of this programme, who can showcase a love of live music and a want to build a career in the industry.

Applications are open to people from London and the surrounding areas. Attendance at the in-person workshops and the gig are mandatory.

We are open to applications from people of all backgrounds and circumstances. We want to diversify and enrich the live events industry and may therefore prioritise people who have faced additional challenges or are under-represented in the industry.

We will be looking for applicants who:

- Can demonstrate a keen interest in music and the arts
- Have an aspiration to build a career in the sector, and a desire to develop arts administration skills.
- Can showcase some initial experience, or significant interest, in arts administration, live music and event management
- Have a committed, driven and enthusiastic attitude



DATES

Applications open on 21st March and the deadline is 5pm on 4th April 2025.

We may want to meet applicants before accepting them onto the project in which case we will arrange short online meetings. This will be an informal chance to discuss your interests and suitability for the project

All applicants will be informed of the decision by 11th April.

Successful applicants must be able to commit to the following dates

Workshop dates (6-8pm):

Tuesday 29th April - An induction meeting – London Fields Office

Tuesday 6th May - Masterclass on Programming – London Fields Office

Tuesday 13th May - Masterclass on Production – London Fields Office

Monday 19th May - Masterclass on Marketing - Online

Tuesday 27th May - Masterclass on Creative Engagement and Talent Development - Online

Programming and production meetings

We will do an in-person programming and production meeting at our offices in London Fields on Saturday 7th June.

There will be additional digital meetings to work on the programming and production of the event, dates TBC. In between, there will be some decisions that need to be made over email and some tasks that need to be completed independently.

Event in EFG London Jazz Festival

This will be held on Saturday 15th November (TBC), at the Southbank Centre. You will be required to be there from late morning until the event finishes at 7pm.

There will be other work experience and shadowing opportunities to be arranged through the project.

APPLICATIONS

Up to 8 people will be selected to take part in this programme.

To apply, please complete the application form and equal opportunities form. Please email with any questions: creativeengagement@serious.org.uk.

The deadline for applications is the 4th April 2025, 5pm. Successful applicants will be contacted by Friday 11th April 2025.

If you have any difficulties completing the form, or would rather apply via video, voice recording or other means, please do not hesitate to get in touch and we will do our best to help.