

PlayOn

The Music in Music Education

On 20th November, we hosted our first ever virtual Annual Conference. Focussing on the Music in Music Education, we explored subjects ranging from genre to composition, music tech to inclusive practice, as well as the challenges and opportunities raised by the pandemic.



With the help of our tech teams at Pixel Parlour and Titan Film & Events, our custom-made microsite included a [Main Channel](#) hosted by Yolanda Brown, two [Webinar Channels](#), an [On Demand](#) video gallery, a [Virtual Exhibition](#), and [Resource library](#)

This year our conference spans a 6 week period, rather than the traditional two-day format, with several delegate networking sessions and over a month to catch up on recordings of every conference session.

...that's over **14 hours** of music education video content for delegates to catch up on in their own time.

#MusicMark20 in Numbers

- 401** We had 401 conference attendees with their own unique site login
- 21** We were joined by **21** exhibitors and **3** conference sponsors.
- 50+** There were over **50** contributors, including panellists, presenters and keynote speakers, making it one of our most collaborative conferences yet.

Between 16th - 20th November our site had:

- 1,730** views of the Main Channel
- 1,706** views of the Webinar channels
- 2,361** views of the Virtual Exhibition

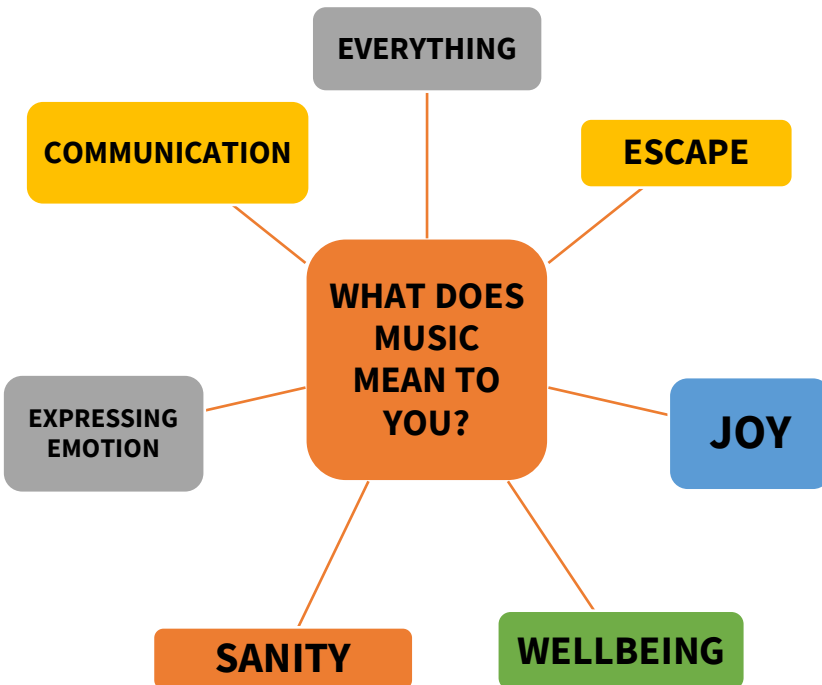




Although it was impossible to meet up and chat in person this year, lots of you connected with each other in Zoom meetings and shared your thoughts with us in the Q&A sessions, in the chat boxes, and over on Twitter. We also asked our contributors the question ‘what does music mean to you?’

Below are some of our favourite conversations and thought-provoking questions from the day.

“To what extent would you agree that issues around class/economic status are a contributing factor in the issue of a lack of racial diversity in the arts?”
– Q&A in Hot Topic Debate



[the online format] “made it affordable for me as a freelancer, able to access the conference without the cost of travel or accommodation.”
- **Attendee in delegate feedback form**

“This session demonstrates why we should listen to young people more often. Very interesting. #studentvoice”
– **comment in What Music Means to Me panel**

“Music learning for children is about joy, celebration, sharing & love”
- **Dr Kanneh-Mason, keynote**



As well as in the studio, we had a busy day on Twitter (@musicmarkuk) too. Here’s a few of our favourite tweets of yours...



Carol Reid
@CarolYouthMusic

Really interesting session at #MusicMark20 with @DrRockUK talking about the impact of music on the brain. Only in recent history has music primarily been positioned as entertainment! Read more in The Music Diet bit.ly/38Zpjxj



openorchestras
@openorchestras

One of words that Open Orchestras participants use the most to describe how they feel about making music is "happy". #MusicMatters #DisabledMusicians #MusicMark20



Take it away
@takeitawaymusic

What a fantastic day @musicmarkuk!! So many important conversations had and we can't wait to watch back the other sessions over the next few weeks 🙌

#MusicMark20





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Thank you for joining us for our virtual conference, and we hope to see you for our Annual Conference in December 2021!

