

NEWS

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Pan in the 21st Century:

Pan Trinbago may give up Panorama

By SEAN NERO

A DOCUMENT entitled "Pan, Getting Organised for The New Millennium" has suggested that Pan Trinbago should not perform business development or undertake financial risk associated with staging major events.

Instead, it proposes a new special pur-

pose Event Management and International Marketing Company should be established to develop, manage and grow pan and TT events and products.

This may result in the steelband body relinquishing organisational responsibility for its two most prized programmes — the national Panorama competition and the biennial Steelband Music Festival.

According to the architect of the proposal, Pan Trinbago's Foundation Board headed by Kirk Ifill, who serves as chairman, the governing body should focus on solely looking after the interest of the nation's pan players.

The foundation's primary objective was to solicit funds from international agencies towards the development of pan.

The document was first presented at a steelband seminar held at the Hotel Normandie, St Ann's, in May this year, and copies are in the possession of almost all of the nation's steelbands for scrutiny.

The proposal, which is subtitled "Strategic Plan For Pan", noted that in spite of the obvious economic importance of pan (and Carnival) the industry suffers from a number of significant problems:

- lack of vision, objectives and commercial orientation
- preoccupation with short term with little or no resources directed at the long term
- lack of standards, little or no standardisation of pans and inadequate use of technology;
- inadequate enabling environment with sufficient clarity and focus of prime stakeholders
- musical illiteracy of most pan players
- no branding of pan as a TT product and
- limited international awareness of the product.

The foundation's proposal cited the need for government agencies such as the Ministry of Trade, Tourism and Industry, and Tidco (and not the Ministry of Culture), to provide sector support for the commercial aspects of pan.

It has also suggested that a regulatory body be established to set and monitor minimum standards as conditions for participation by various entities (orchestras, promoters, companies, tuners) at events and major competitions.