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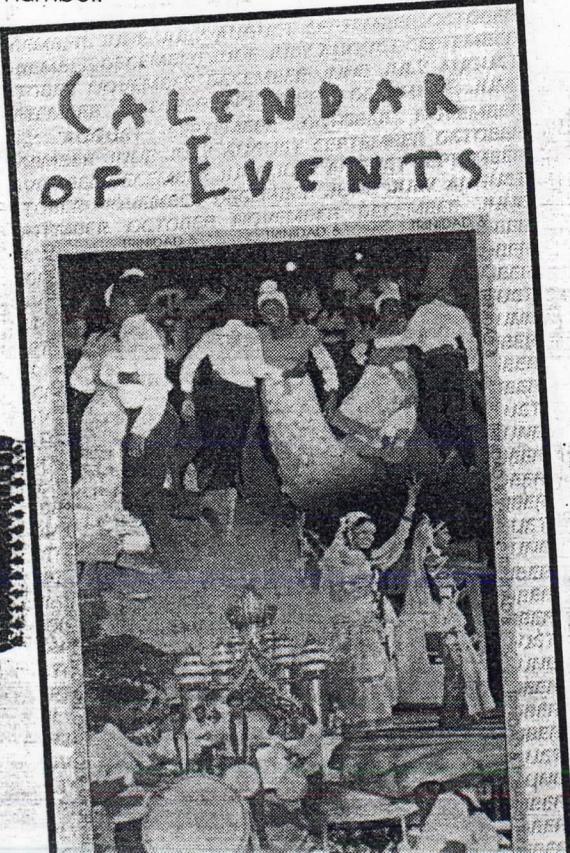
ARTS & ENTERTAINMENT

this the annual booklet will be for sale. A cost is yet to be determined.

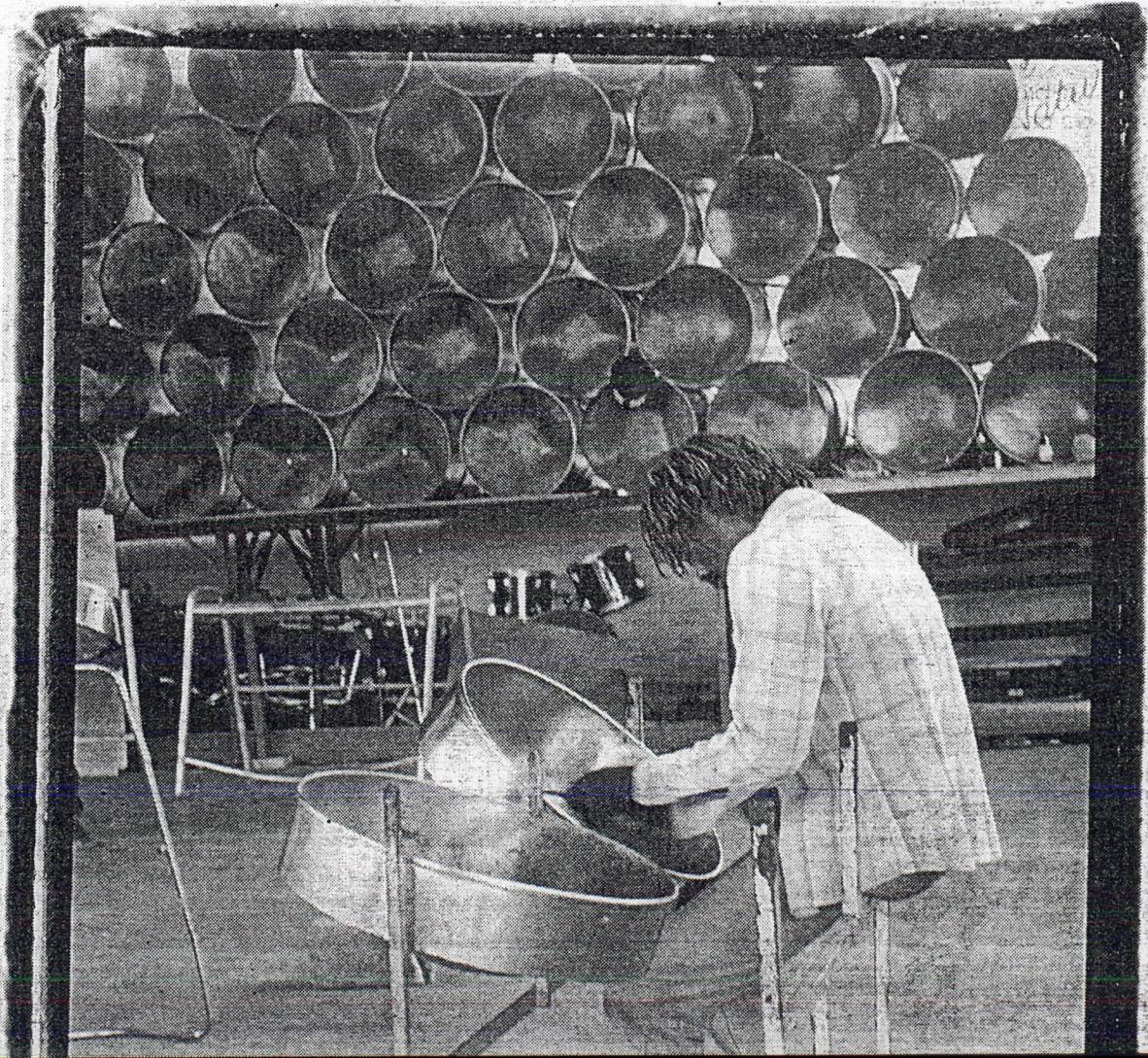
TIDCO's agenda, in everything that it produces, is to meet international standards.

"This is where TIDCO's role comes in. We act as facilitators in assisting them to see themselves also as professionals. What we are attempting to do is to put the industry on a structured, coherent, co-ordinated approach to doing business," Selman said.

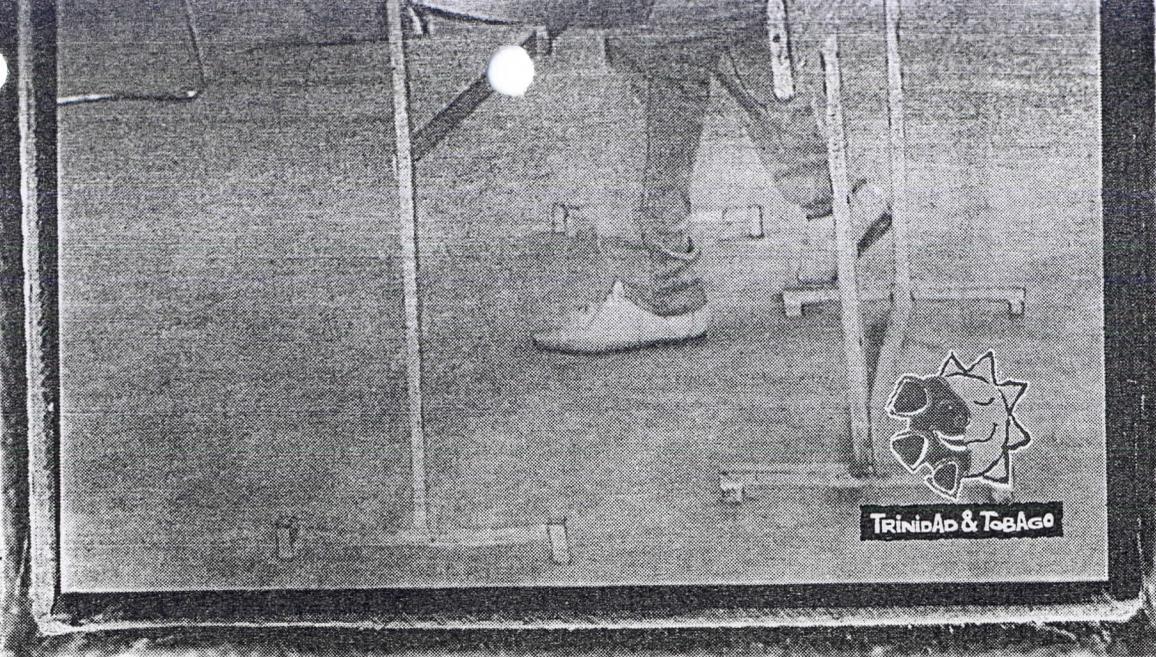
Before the directory, she explained, information was passed on by word of mouth and on an ad hoc basis. Artists and services were difficult to contact. Some did not even have a phone number.



LIFE IN THE PANYARD
(THE STEELBAND YARD)
THE HOME OF THE PANYARD



ML1040



The biggest challenge in putting the directory together was the data-gathering. TIDCO is working towards refining that data.

The company, year round, is host to many entertainment writers, who find Trinidad and Tobago's blend of music fascinating.

Selman feels that our wealth of rich cultural music has been one of this country's best kept secrets. TIDCO, she added, is set on changing this.

For the first time, according to Selman, Trinidad and Tobago was able to outshine Jamaica in music at MIDEM, held in France in January.

"People took note of us in France. Jamaica only has reggae, but we have chutney, soca, parang, calypso, chutney soca, rapso and steelpan. We got requests for music for film in France," she added.

TIDCO has also assisted in putting together some CDs which is representative of the mix of local music. These carry the smiling fun-and-sun logo which is beginning to create an awareness of Trinidad and Tobago as apart from the other Caribbean Islands.

"I am confident that our music can stand up to any other. We are going to be very bold about our marketing. We will be second to none. The directory is proving to be very popular and people are talking about us. It will be a national achievement, not a TIDCO thing," Selman said.



TIDCO'S NEW JUMBIE

RECLAIMING THE STEELPAN'S BIRTHRIGHT-BORN & BRED IN T&T

With government's emphasis on event tourism and TIDCO's general strategy of increasing international awareness of this country, the steelpan, and the entertainment industry generally is benefiting from a superior and far more exciting level of international promotions than has previously existed.

TIDCO has given assistance to bands travelling out of Trinidad and Tobago, in an effort to begin the overwhelming task of re-educating the world on the origins of steelpan. Kirk Ifill, TIDCO CEO, says that previously, this country was "poor at selling and marketing ourselves" and other countries were able to exploit this fact, taking credit for the invention of the steelpan. TIDCO's mission is to correct this.

When TIDCO accompanied the Neal and Massy Trinidad All Stars on the Annual new York Daily news Tour last year, they grabbed the opportunity to promote Trinidad and Tobago as the home of Steelpan. TIDCO's Carla Foderingham used the time abroad with All Stars to sell Trinidad and Tobago T-shirts and distribute as much information as possible to potential visitors.

referring to was the new enthusiastic approach adopted by TIDCO for selling T&T to the world.

For TIDCO, sending a Trinidad & Tobago contingent to an international Trade Fair is not unusual, so there was no reason why Steelband should not also attend a Trade Fair. The reigning Pan Ramajay champions, Panazz Players, participated in a Trade Fair in London with help from the Tourism and Industrial Development Company. For the band members, this was a once-in-a-lifetime experience, and for TIDCO it was a very effective means of get-

Rudder, Shadow, Charlene Boodram and Mungal Patassar.

The seventh annual Pan Jazz Festival held in Port of Spain last year was featured in Miami. Journalists Christine Zephine and Len Pace from WLRN Radio came to Trinidad to cover the event and returned to Miami to produce a segment on the Festival in Trinidad, for a programme "Drums of Steel".

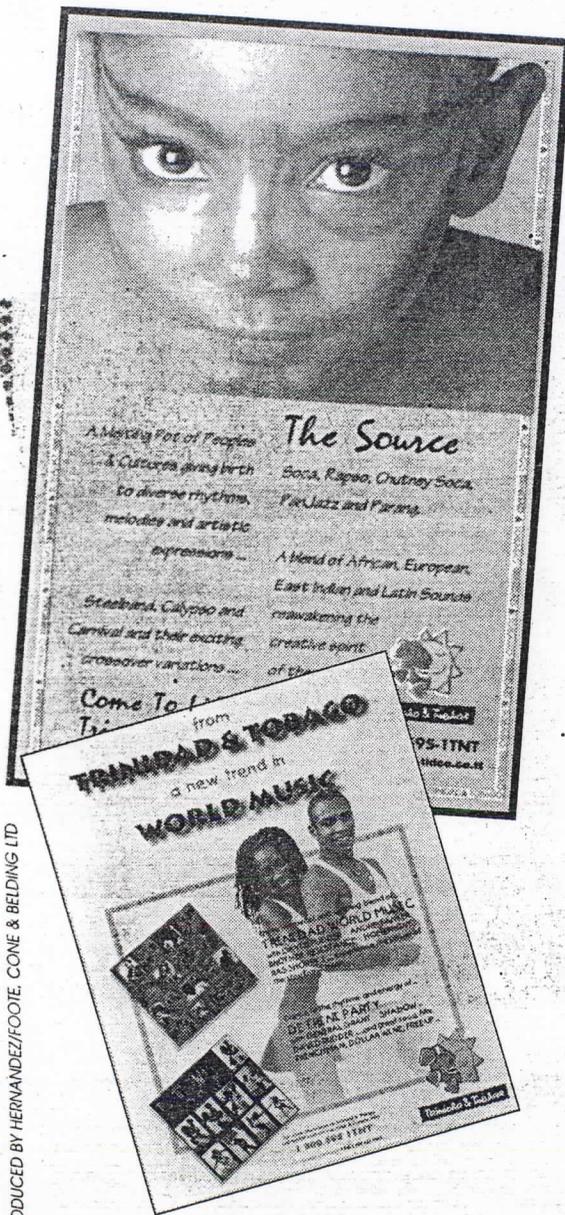
Since then TIDCO has been supporting a regular radio programme to WLRN which features steelband music.

Yolande Selman says the WLRN programme has produced excellent international feedback on the festival and on Trinidad and Tobago as a whole. This effort was complimented by a feature article on the festival held in T&T each year in a popular international jazz magazine.

This year, TIDCO hopes to market the festival further than Miami. Selman says TIDCO is excited about reaching markets further into the U.S., the U.K. and "wherever the jazz interest is".

Georgina Masson, Festival Manager, attributes the international promotion of the Festival to TIDCO. This has been done via posters, the internet, fliers,

none. The directory is proving to be very popular and people are talking about us. It will be a national achievement, not a TIDCO thing," Selman said.



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When TIDCO accompanied Neal and Massy Trinidad All Stars on the Annual New York Daily news Tour last year, they grabbed the opportunity to promote Trinidad and Tobago as the home of Steelpan. TIDCO's Carla Foderingham used the time abroad with All Stars to sell Trinidad and Tobago T-shirts and distribute as much information as possible to potential visitors.

This included handing out thousands of flyers and Calendars of Pan Events for 1996 telling people exactly where to experience more pan music of quality.

For the first time, a steelband travelled with a banner that boasted of their Trinidad and Tobago roots. The TIDCO "fun and sun" logo which encompasses an abstract steelpan design now flies above many of the steelbands performing abroad.

Ifill is hopeful that more travelling bands will use these "Trinidad and Tobago" stickers on individual pans. This merchandising project in New York brought home thirty-eight thousand (\$38,000) TT dollars in sales.

However, more important than the money, says Kathleen Pinder - Manager Corporate Communications at TIDCO, is the headway made in "re-affirming Trinidad as the creator and home of Steelpan, in the eyes of the international community."

Owen Serrette, Pan Trintobago's President, says prior to the formation of TIDCO in 1994, the Tourism Authority showed little appreciation for Culture as an innovative instrument for promoting our country. He knows of at least four other travelling bands which have since received major help from TIDCO with respect to International Promotions, and agrees with Pinder that marketing support is what is currently lacking in the pan movement.

Leader of Trintopéc Starliff Keith Diaz, says he approached TIDCO for help in facilitation the band to get some of his players to Miami in October last year. According to him, assistance in getting the band there was a breath of fresh air. He says "while TIDCO may not be able to do everything at once, we welcome the change". The change he was

For TIDCO, sending a Trinidad & Tobago contingent to an international Trade Fair is not unusual, so there was no reason Steelband should not also attend a Trade Fair. The reigning Pan Ramajay champions, Panazz Players, participated in a Trade Fair in London with help from the Tourism and Industrial Development Company. For the band members, this was a once-in-a-lifetime experience, and for TIDCO it was a very effective means of getting people interested in Trinidad and Tobago - the home of the Steelpan.

Kirk Ifill says that so impressive was the performance of Panazz Players, that various requests were made to have them perform in other countries.

One of the youngest Steelbands to receive help from TIDCO was Solo Pan Knights, managed by Pan Trintobago President, Owen Serrette. The eighteen-month-old band from Barataria is already a success story.

Pan Knights, which made it to the Panorama finals on its first try at the competition last year, placed fourth in the World Steelband Festival in October of 1994, and third in the first ever Pan Chutney competition in 1995.

A band with so much potential inevitably caught the attention of the Colombian Government. Solo Pan Knights was invited to perform at Colombia's International Cultural Festival, known in Latin America as the Festival of Coconuts. With foresight, TIDCO helped the band to make the trip, welcoming the chance to enhance the image of Trinidad and Tobago in Latin America.

Phase Two Pan Groove made similar inroads into Europe when they went to MIDEM, France, accompanied by TIDCO sector specialists Carla Foderingham and Yolande Selman. The MIDEM Music Conference is a world market for producers of music, and is widely considered to be the biggest music trade fair in the world. On this the 30th Anniversary of the event, the contingent from Trinidad and Tobago showed the world just who is 'The Mother of Steelpan'. It was the instrument that was featured in the opening of the show. The Trinidad and Tobago contingent also showed the diversity of our culture with popular performers David

festival held in T&T each year in a popular international jazz magazine.

This year, TIDCO hopes to market the festival further than Miami. Selman says TIDCO is excited about reaching markets further into the U.S., the U.K. and 'wherever the jazz interest is'.

Georgina Masson, Festival Manager, attributes the international promotion of the Festival to TIDCO. This has been done via posters, the internet, flyers, advertisements in foreign Jazz magazines, and a video documentary. Twenty-one thousand posters and flyers were distributed to international interests, spreading the word that the Entertainment Industry in Trinidad and Tobago is growing at an admirable rate, and that we will be taking credit for our own work.

For 1996 Masson is looking at the possibility of having TIDCO personnel on the Pan Jazz Committee. This, it is hoped, will get TIDCO more involved in the production of the festival so it can compete with bigger international jazz festivals, making this country more prominent on the international music map.

This year, the festival will have its tenth anniversary and Masson plans significant changes, with help from TIDCO. On the drawing board so far are plans for a week-long festival, which will include free shows on the Brian Lara Promenade, a workshop, and small concerts at hotels. She believes that starting to advertise earlier will help increase the number of visitors coming to Trinidad for Pan Jazz. Both the Pan Jazz Committee and TIDCO plan to work closely together in the future.

Tourism brochures announce that this is the home of pan and on the World Wide Web an entire section is dedicated to informing internet users of the Steelpan which includes updated reports throughout Carnival 1996. A tireless effort is being made by TIDCO to ensure that there is a Trinidad and Tobago stamp on every musical product that leaves these shores.

The company is by extension encouraging organisations and companies to brand their products and services with the Trinidad and Tobago label, a move that will stamp Trinidad and Tobago indelibly on the world travel map.