



Young Performers Career Advancement (YPCA) 2025
Guidelines and Application Preview
Application deadline: 5:00 p.m. (EDT) on Thursday, July 25, 2024

Young Performers Career Advancement (YPCA), part of the APAP Classical Connections initiative, is a program designed to assist selected classical musicians in the formative stages of their careers by offering opportunities to meet and work with established presenters, agents, and managers. The program provides a practical overview of the presenting and touring industry, along with expert instruction in the development of audience engagement skills and the chance to perform at APAP's only self-produced showcase held at the prestigious Merkin Hall during the APAP|NYC conference.

The Classical Connections initiative was formed in 1996 to provide artists, presenters, managers, and agents with forums for professional development and networking within the classical industry as well as stimulate opportunities and development for classical music within the touring and presenting field. The Classical Connections Committee (CCC) is a volunteer committee made up of presenters, managers, agents, artists, journalists, and advocates for classical music. The CCC guides and advises on multiple activities and events that impact the classical field, including the YPCA program. Most are members of APAP and regularly attend the annual conference.

Program Highlights

All events and listed timings can be subject to change

- **Attend the APAP|NYC 2025 Annual Conference (January 10-14, 2025).**

Participants receive full conference registration to one of the world's largest performing arts marketplaces and leadership convenings. APAP|NYC 2025 will be an in-person convening with additional opportunities for online reach and engagement in professional development sessions, attend performance showcases, network with colleagues, and conduct business.

- **Participate in Online Professional Development Seminar Activities (September 30-October 11, 2024).**

This October, participants will learn how the business of presenting works, how relationships are established among presenters, managers, and agents, and how to build the networks needed to further their career interests. They will also discover where their interests connect with the larger presenting and touring industry and vice versa. The seminar faculty includes established managers, presenters, artists, and career advisors representing a spectrum of viewpoints on the classical music industry. Each session will be specifically tailored to meet participants' needs—helping to set goals for long-term career development and create networking resources that last for an entire career.

- **Perform in APAP's Only Self-Produced Showcase.**

All YPCA participants will perform for the country's most esteemed performing arts presenters, managers, record company representatives, and agents at Merkin Hall on January 13, 2025. APAP will



electronically provide one professional image from each artist/ensemble's culminating performance.

- **Maintain Year-long Access to National/International Performance Opportunities.**

APAP members range from large performing arts centers in major urban cities, outdoor festivals and rural community-focused organizations to academic institutions, artists, and artist managers.

Participants will have access to a wealth of knowledge, resources, and experiences represented in the APAP network.

Please Note: In referring to “classical” music, the program implies Western classical music. YPCA is designed for artists who are classically trained and are performing repertoires rooted in this tradition. However, APAP does recognize recent changes in contemporary music, including the blurring of musical genres, and acknowledges and applauds artists who perform new music infused with other traditions.

Important Dates

July 25, 2024

Online Applications are due by 5:00 p.m. (EDT)

By August 24, 2024

Participants notified

September 30-
October 11, 2024
Sessions

1.5 – 2-hour YPCA online seminar sessions (weekdays only).
will be held 9:00 – 11:00 a.m. Pacific/12:00 – 2:00 p.m. Eastern
on weekdays.

January 10-14, 2025

APAP | NYC 2025 conference; Special YPCA sessions

January 13, 2025

Showcase at Merkin Hall

Eligibility Criteria

1. YPCA artists must be represented by a professional artist manager, agent, personal representative, or an equivalent support structure at the time of submitting this application. Agent/managers may represent multiple artist or ensemble applicants, but only a maximum of two artists or ensembles will be selected to participate from any one agency/management company (see selection process).
Note: A personal representative could be (but is not limited to) a mentor, sponsor, organization, or presenter who will represent the artist(s) during APAP | NYC 2025. If an artist has questions about this distinction, please contact Willie Santiago, wsantiago@apap365.org for further clarification.
2. The artist's representative does not need to be an APAP member at the time of submission. However, if selected to participate in the program, representatives must become an APAP member by October 18, 2024. Current members must maintain their membership through January 31, 2025.



3. If selected, YPCA artists must ensure that their representative has registered for the APAP|NYC 2025 annual conference or will register by October 18, 2024.
4. Artists can be soloists, duos or any combination of artists comprising an established ensemble. The performers may be vocal or instrumental (electric or acoustic).
5. Participants must be in the first ten (10) years of their professional performing career and characterized as a classical soloist/ensemble committed to a professional career as a performer(s).
6. Artists should have experience touring, familiarity with the concert booking process in the U.S., and be fluent in English as all seminars will be conducted in English.

Selected participants must be available to attend the entire YPCA program, including the full APAP|NYC conference (January 10-14, 2025) and the showcase and reception at Merkin Hall on January 13, 2025.

Selection Criteria

Artistic Excellence

First and foremost, artists must be strong performers and demonstrate first-rate musical skills.

Career Track

Musicians should be able to demonstrate strong professional accomplishments in the first years of their careers to indicate a potential to succeed. They must also have a demonstrated ability to think about and plan for their careers in a broad context.

Commitment to Audience Development

Musicians must have a demonstrated commitment for audience development that includes K-12 education or adult education (those who have a pre-existing interest in classical music or are unfamiliar with the art form).

Diversity of Program

The YPCA selection committee strives to select artists and ensembles that represent a spectrum of musical instrumentation, as it is represented in the classical music repertory.

Equal Opportunity

YPCA does not discriminate based on race, color, religion, national origin, sex, age, marital status, disability, handicap, personal appearance, sexual orientation, family responsibilities, geographic location, matriculation, political affiliation, source of income, place of business or residence, or any other factor prohibited by law.



Selection Process

Applications are reviewed by an independent panel of APAP members and representatives from the classical music field including artists, presenters, and artist managers. The committee considers artistic excellence to be the primary factor in the selection process. To emphasize artistic excellence in the selection process, artists will be reviewed in three rounds:

Round One: Performance Video Review

Panel listens to the performance video submissions only. Artists are evaluated solely on artistic merit and submit scores to APAP based on performance videos alone.

Round Two: Portfolio Review

After the performance videos have been evaluated, the panel will then be granted access to the remainder of the artist's application. All panelists will review each application in full and submit another set of scores to APAP in preparation for a final review call.

Round Three: Final Review and Selection

The final review will be held with the full panel. Artists receiving the top scores in the first round will be the most highly considered.

Additional factors in the selection process include: instrumentation, balance of soloists or ensembles, and diversity of musicians for the showcase program. The panel selects four to five soloists or ensembles to participate in the YPCA program. The committee will not select more than two soloists or ensembles from any one management company or agency.

YPCA Participation Policy

The YPCA program is provided free of charge to selected participants through APAP's Classical Connections endowment. Through these funds, participants will receive:

1. Full conference registration with the expectation of full participation in the APAP | NYC 2025 annual conference and YPCA program, including the showcase and reception.
2. For participants residing outside New York City, housing for four nights (January 10-14, 2025) in a double occupancy room at the New York Hilton Midtown. For ensembles, each room will house two YPCA participants. Participants residing in New York City may receive a per diem for ground travel.
3. If requested, an honorarium of \$150 for accompanists and/or page turners. The accompanist/page turner must be selected and confirmed by the YPCA participant and have their contact information submitted to APAP by November 3, 2024.



Participants are expected to:

1. With support of their management or personal representative, provide their own round-trip transportation, ground transportation, meals, and miscellaneous expenses.
2. Obtain their own rehearsal space—although, participants should not expect any guaranteed time for rehearsal during the in-person portion of the YPCA program and should prepare accordingly before arriving in NYC.
3. Provide their own repertoire selection for the showcase. Selected artists must offer two program choices for the showcase with the understanding that multiple YPCA participants cannot perform the same piece. Each artist will be given a 15-minute slot to perform their repertoire and engage with the audience on stage. Selection should showcase the soloist/ensemble's range and capabilities.

How to Apply

1. Review the YPCA 2025 Guidelines and application preview on the next page and requirements listed in the [YPCA 2025 online application system](#).
2. Submit all application materials including contact information, artist statement, letter of recommendation, resume, video links, bio, and photo through the [YPCA 2025 online application system](#) no later than **5:00 p.m. (EDT) on July 25, 2024**.

Applications submitted via email will not be accepted. All applicants will be notified by August 24, 2024. Questions? Contact Willie Santiago wsantiago@apap365.org



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Application Preview

Application deadline: 5:00 p.m. (EDT) on Thursday, July 25, 2024

All application information and requested documents must be submitted through the [YPCA 2025 online application](#). Please review the detailed information below to prepare in advance of the deadline.

Artist/Ensemble Information

Artist Representative Information

Please Note: APAP membership is not required to apply to the YPCA program, but artists must have representation (agent, manager, personal representative or an equivalent support structure) to be eligible for the program. If selected to participate, an artist's representative must be/become an APAP member and register to attend APAP|NYC 2025 to represent the YPCA artist/ensemble. See eligibility requirements in the YPCA 2025 Guidelines for more information.

ADDITIONAL MATERIALS

1. **Performance Videos.** Provide up to 5 links from YouTube or Vimeo recordings of repertoire representative of the individual artist's or the ensemble's current performance level. Review panelists will primarily focus on the first two minutes of each video. Artists should choose "recital" repertoire that is reflective of the applicant's skill level as well as creativity and consider variety of genres and styles. Please do not submit concertos, operas, or aria performances with orchestra. The recording must be live and unedited. Performances do not need to be public but must be recorded during a live performance within the past three years. Performers on the recording must match those applying to this program. Each submitted video needs to provide the following information in the description:
 - The name of the artist or ensemble
 - The date of the recording or live performance (please specify)
 - The venue of the performance
 - The composer and title of the piece on the recording
2. **Artist Statement.** The soloist or ensemble must address these questions in detail via a written statement (maximum of 2 pages) OR an uploaded video statement (maximum of 3 minutes):
 - What do you hope to gain from this experience? How will you benefit from participating in the YPCA program?
 - List and describe your career goals. Be specific on your efforts/strategies to achieve your career goals.
 - Where do you envision yourself in three years?
 - Describe your demonstrated interest and commitment to audience development and engagement. Describe your specific educational/audience outreach program



interests/ideas, and in detail, write about the specific ways you've reached out (beyond the formal concert setting) to try to engage audiences with your music, especially those audiences who are less familiar with classical music.

3. **Recommendation from Representation** (maximum of 200 words)
 - Artist/ensembles must provide a letter of recommendation from their representation outlining why the artist/ensemble is a good candidate for the program and how the artist/ensemble would benefit from participating.
 - Letter of recommendation should be signed and include the name, title, company (if applicable), phone, and email address of the representative.
4. **Professional Resume.** If an ensemble, please list information for each member and for the ensemble when appropriate. The resume should include:
 - A performance history covering the past two years or since the professional debut of the artist/ensemble. All performances listed must be paid engagements. Include residency and other education activities. Performance history to include venue, city/state, repertoire.
 - A list of awards and other recognition
 - A list of major teachers and conservatory(ies) or school(s) attended
5. **Bio of soloist or ensemble** (maximum of 100 words). Ensemble bios should be of the group, not a series of separate bios of the individuals.
6. **High-resolution photo** (at least 300 dpi).