**Jazzy Berlin - Work plan 19.08 – 22.09**

*19.08 – 25.08: survey lunge.*

- Selection process, at the end of which, the proper survey addresses will be filtered out.

-survey sent out with short explanation.

-Dead-line for feedbacks: 28.09.

*26.08 - 01.09*: *working towards strategic plan 2013-2014: analysis of target group.*

- Analysis of survey results.

-Academic work and literature based analysis of the typical Berlin Jazz consumer.

-Analysis of Jazz Styles/joints in Berlin (minor).

*02.09 – 08.09*: *researching towards strategic plan 2013-2014: local physical business partnerships.*

-clubs, jazz societies, jazz publishers/magazines in Berlin.

*09.09 – 15.09*: *sponsors and online coops.*

Crucial week, in which we will analyze and discuss the benefits, up- and downsides, and necessity of sponsorships and cooperation with major companies.

16.09-22.09: first draft of 2013-2014 Jazzy strategic plan.