

Inspiring the Next Generation of Young Musicians



The Adecco Group Foundation partners with the Lucerne Festival and Davos Festival to bring the Young Musicians Training Programme to life. This series of workshops supports the career development of young musicians and is aimed at helping them develop the skills, confidence, and competencies to increase their employability within and beyond the world of the arts. Accomplished trumpet player and culture & music manager, **Jens Bracher**, is a testament to the success of the Young Musicians Training Programme. Not only is he a former alumnus of the programme, but he believes in the Young Musicians Training Programme so much, that he is one of the trainers working to help the next generation of young musicians explore their careers.

What are the unique challenges and opportunities facing young musicians in today's labour market?

Jens: The job profile of a musician has changed a lot. Nowadays, musicians need to develop skills beyond their musical instrument in order to keep up with the times and enhance their employability. These needed skills are a combination of today's in-demand ones, such as having an entrepreneurial mindset and digital capabilities, as well as skills which are more typically associated with other professionals operating in the music industry, such as agents, producers, or publicists. Today's young musician needs a wider breadth of skills to remain flexible within and beyond the world of music. These changes to the industry were happening anyways. The COVID-19 pandemic only accelerated them.

This is a certainly a challenge. But it's also an opportunity. There's no one "right" way to be a musician and no one "right" way to have a successful career. It's becoming more and more common to have several different professional shifts during one's career. There are many ways to define success: as a musician, as someone operating in the music industry, or as someone with a music background who found success in a completely different field. Each of these are valid career paths.

What can you tell us about the Adecco Group Foundation's Young Musicians Training Programme?

Jens: Musicians have needs and complexities that are specific to our field and we can't always find the support we need in other non-musical environments. That's why feeling understood and really heard by other musicians and by other people who appreciate what we are going through is so important. Young musicians can benefit from experienced colleagues who have been – and maybe still are – in the same situation they are. The Young Musicians Training Programme creates a safe space where we can openly discuss our ambitions and concerns.

The Adecco Group Foundation's model opens young musicians minds up to begin critically thinking about their careers. This is not so common in the world of music, where we traditionally focus all our attention and energy into our craft. The Young Musicians Training Programme gets musicians to think about who they are, what they want, and where their own skills lie.

I very much like that the Young Musicians Training Programme is active, and not passive. The participants strengthen their self-reliance as well as their critical and analytical thinking and understanding. As a Young Musicians Training Programme trainer, I have a different role than I would in a more traditional teaching setting. I help create a supportive environment where the learners are encouraged to take responsibility for their own careers.

Why did you decide to become a Young Musicians Training Programme trainer?

Jens: I went through the Adecco Group Foundation's Young Musicians Training Programme myself. I still look back on it as an invaluable experience for which I am very thankful. Being able to give back and help the next generation of young musicians get their careers off on the right foot is something that pleases me immensely.