

Renowned Solo Percussionist Dame Evelyn Glennie to Open PromaxBDA European Conference

24 March 2014 at London's Park Plaza Westminster Bridge Hotel

LONDON - 6 March 2014 - Strengthening its lineup of iconic visionaries and industry leaders, PromaxBDA is pleased to announce that famed profoundly deaf solo percussionist, Dame Evelyn Glennie, will open its 2014 European conference on 24 March at London's Park Plaza Westminster Bridge Hotel. She joins other previously announced notable speakers including renowned designer, typographer, art director and brand strategist, Neville Brody and Nicola Mendelsohn, Vice President of Facebook EMEA.

Awarded Dame Commander of the British Empire in 2007, Evelyn Glennie is the first person in musical history to successfully create and sustain a full-time career as a solo percussionist. With over 86 international awards to date, she is one of the most eclectic and innovative musicians on the scene today, creating performances with such vitality they almost constitute a new type of performance.

Addressing conference attendees on Monday 24 March from 9.15 - 10.00, Glennie will discuss 'The Art of Listening'¹ - how our sound environment impacts every aspect of one's life - and will share her personal journey on how she learned to triumph over adversity.

³Dame Evelyn Glennie's story is inspiring and one that everyone in our audience will be enlightened by,² said Jill Lindeman, SVP, Conferences & Strategic Partnerships at PromaxBDA. ³Her connection with sound and her understanding of its impact on everyday life is unlike no other, demonstrating that her own world silence is filled with more music than most. We are truly honored to learn from her and excited to welcome her to our stage.²

A graduate of the Royal Academy of Music and triple GRAMMY Award winner, Evelyn Glennie was almost completely deaf by the age of 12 and now is a highly sought-after composer and the leading commissioner of around 170 new works for solo percussion. She gives more than 100 performances a year globally, performing with the world's greatest conductors, orchestras, and artists including Nana Vasconcelos, Kodo, Bela Fleck, Bjork, Bobby McFerrin, Sting, Emmanuel Ax, Kings Singers, Mormon Tabernacle Choir, Fred Frith, the Taipei Traditional Chinese Orchestra, DJ Yoda and OEBeat Boxer¹ Shlomo.

Additionally, she has presented her own television series, Soundbites, for the BBC, led a powerful [TED Talks](#) presentation that has generated 2.7 million views and has appeared on numerous television programmes around the world, including The David Letterman Show, Sesame Street, The South Bank Show, Songs of Praise, Wogan, This is Your Life, Through the Keyhole, The Des O'Connor Show, 60 minutes, PBS Profile, Sky Arts Music Room, The Commonwealth Games Concerts and Zingzillas.

Editor's Note: Please find Evelyn Glennie's complete bio pasted below. To download high resolution headshot photos, please visit <http://tinyurl.com/mfqeok3>.

The two day PromaxBDA Europe Conference is Europe's largest gathering for entertainment media marketing, design and promotion professionals. Taking place in London and themed ³Mind the Gap,² this year's conference will be packed full of informative and inspiring sessions and a complete

immersion into critical trends and topics needed to stay relevant in today's fast changing marketing environment.

About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology providers around the globe. The goal of the Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

About PromaxBDA Europe Conference

The PromaxBDA Europe Conference is Europe's largest gathering of marketing, promotion and design professionals in TV and entertainment media. The two day event offers attendees premium lectures, hands-on workshops and provides an inspiring environment where creative leaders of the broadcast and entertainment industry can learn about the latest developments in technologies, trends and topics critical to their business. The conference culminates each year with the announcement of the PromaxBDA Europe Awards to honour the very best in promotion, marketing and design.

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Evelyn Glennie Awarded Dame Commander of the British Empire in 2007 Evelyn Glennie is the first person in musical history to successfully create and sustain a full-time career as a solo percussionist. As one of the most eclectic and innovative musicians on the scene today she is constantly redefining the goals and expectations of percussion by creating performances of such vitality they almost constitute a new type of performance.

Since graduating with an Honours degree from the Royal Academy of Music, London in 1985 at the age of 19, Evelyn gives more than 100 performances a year worldwide, performing with the greatest conductors, orchestras, and artists. Her diversity of collaborations includes visual mixing of live music with the likes of DJ Yoda and the CEBeat Boxer¹ Shlomo. She is also creating new challenges through her collaboration with the Dance Choreographer Marc Brew as part of the 2012 Cultural Olympiad. Other collaborations include Nana Vasconcelos, Kodo, Bela Fleck, Bjork, Bobby McFerrin, Sting, Emmanuel Ax, Kings Singers, Mormon Tabernacle Choir, Fred Frith and the Taipei Traditional Chinese Orchestra. Evelyn was a featured solo performer in the opening ceremony of the Deaf Olympics in Taipei in 2009. She was also guest performer in the Winter Olympics in Salt Lake City in 2002. In July 2012 Evelyn was honoured to take a lead role in the Opening Ceremony of the London 2012 Olympic Opening Ceremony. In collaboration with Underworld Evelyn led 1000 drummers for the world premiere of 'And I will Kiss' and also premiered Caliban's Dream¹ on a newly developed instrument called the EGlennie Aluphone¹ accompanying the lighting of the flame.

Evelyn is the leading commissioner of around 170 new works for solo percussion from many of the world's most eminent composers. As a double Grammy award winner and BAFTA nominee Evelyn is in demand as a composer in her own right and records high quality music for film, television and music library companies. The film Touch the Sound and her enlightening TED speech remain key visual & audio testimonies to her world of sound creation knowledge and understanding. Her most recent film

score was Golf in the Kingdom released in the USA in 2011.

Experience based on presenting two series of her own television programme (Soundbites) for the BBC and several radio programmes led to regular appearances on television across the world, including The David Letterman Show, Sesame Street, The South Bank Show, Songs of Praise, Wogan, This is Your Life, Through the Keyhole, The Des O'connor Show, 60 minutes, PBS Profile, Sky Arts Music Room, The Commonwealth Games Concerts and Zingzillas demonstrate an incredible journey by an extraordinary woman who continues to develop and evolve.

Evelyn's solo recordings, which now exceed 30 CDs, have earned her three GRAMMY awards: one for her interpretation of Bartók's 'Sonata for Two Pianos and Percussion', another for her premiere recording of Corigliano's percussion concerto 'Conjurer' and one for 'Perpetual Motion' - a collaboration with Bela Fleck. An additional nomination was received for her recording of Schwatner's Percussion Concerto. Both 'Shadow Behind the Iron Sun' and 'Sound Spirits' continue to be best-selling albums that amply demonstrate the brilliant improvisational skills of this ground breaking performer. As a successful author she wrote her autobiography at the age of 24 and has written articles for Tom Tom Magazine for female drummers and remains a keen lobbyist for change and improvement in the world of music education. As an eminent global activist in the world of motivational speaking her message is delivered loud and clear on 'How to Listen' to a variety of diverse corporate companies, key educational institutes as well as public and private events.

As a keen collector of percussion instruments Evelyn's private collection is now estimated at over 1800 instruments. She continues to expand and explore natural materials such as stones & rocks to create new developments in the world of sound. Evelyn has collaborated with Geology departments at Leeds University in the UK on the development of two 21st Century Lithophones. One of these instruments is now housed in the Linton room at the former home of John Ruskin at Brantwood, Coniston, UK and the other at the Portland Stone Quarry Trust in the Drill Hall, Portland, Weymouth.

Based on her childhood fascination with trinkets comes her love of jewelry. Evelyn's first range of jewelry 'Percussion' is based on her ancestral home on the Orkney Isles in which she incorporates her own organic uniqueness with her percussive experience. Her second range 'Sound Colour' was added to the collection at the end of 2012.

With over 86 international awards to date Evelyn continues to feed the next generation through advice and guidance. As a Consultant she offers prestigious and much sought after Master classes and Lecture demonstrations to all types of instrumentalists. She also gives presentations to the sports world on visualisation techniques. Evelyn is based in the beautiful countryside of Cambridgeshire, United Kingdom.

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