

Making Music Matter



We are award-winning independent presenters of live music, with over 35 years' experience in producing events, from grassroots to large scale concerts, festivals, and tours.

A National Portfolio

Organisation, we are creators of new commissions, participatory projects, cultural events and development schemes for emerging talent. We are the founders of the EFG London Jazz Festival, winner of Festival of the Year at the 2025 LIVE Awards.

SERIOUS



SERIOUS **Making Music Matter**

FESTIVALS

Proud founders of the EFG London Jazz Festival, the largest pan-city music festival in Europe. We also produce the Summer Jazz Series, Thamesmead Festival, and much more.

LIVE SHOWS & TOURING

Specialists in live music promotion, from emerging artists to world-class talent, from grassroots venues to arenas. Our work includes tours for Ludovico Einaudi, Samara Joy, Ben Folds, Mariza, Madeleine Peyroux, Ladysmith Black Mambazo, Kronos Quartet, Melody Gardot and Rhiannon Giddens and many other artists.

PROGRAMMING & ARTISTIC CONSULTANCY

Award-winning experts in artistic curation in jazz, world, folk and contemporary music for stages, festivals and unique events large and small.

CREATIVE PRODUCTION

Trusted partners for event production on all scales, from award ceremonies to outdoor festivals, working closely with communities, cultural centres and private sector partners.

MARKETING CAMPAIGNS & BRANDING

Experienced arts and culture marketers, creating insight-led campaigns that reach culturally attuned audiences, with our own highly engaged social and email community and in-house ticketing system.

ARTIST DEVELOPMENT

Pioneering, industry-leading talent development programmes for emerging artists and industry professionals, supporting the wider UK cultural sector.

INTERNATIONAL COLLABORATIONS

Dedicated delivery of cultural project management and partnerships across the globe, including programme curation, festival takeovers, bespoke projects, and touring.

PUBLIC & COMMUNITY PROGRAMMES

Committed to making culture accessible through public sector partnerships and our charity arm, Serious Trust.

CASE STUDY / **FESTIVALS**

Thamesmead Festival is a vibrant, community-led event co-produced by Serious and collaboratively programmed with local residents since 2020. The festival showcases a rich programme of home-grown talent, featuring live music, dance, performance, food, and family-friendly activities. Each year, we design, build, and manage the entire festival site, transforming Southmere Park into an award-winning destination for a single day. Through full production and site management, including performance stages and event infrastructure, the park becomes a space the local community can take pride in. This festival is funded by Peabody and produced by Serious, with support from Peabody's culture team in Thamesmead

KEY ACHIEVEMENTS

- **8K ATTENDEES YEARLY**
- **20 FOOD TRADERS**
- **40+ LIVE ACTS ACROSS 4 STAGES**
- **WINNER: PINEAPPLE AWARDS 2025**



CASE STUDY / FESTIVALS

The EFG London Jazz Festival is the biggest pan-city music festival in Europe, bringing over 100k audience members together at 350+ live shows at over 70 different locations across the city, from large scale venues and world's finest concert halls to grassroots jazz venues. Producing bespoke, original shows and new projects in venues like Royal Festival Hall, Barbican, Royal Albert Hall, Koko, Troxy, Earth, Union Chapel Kings Place and many more venues, as well as working together with great jazz clubs such as Ronnie Scott's, Pizza Express, Elgar Room, 606, the Festival creates a unique experience of turning London into a city of jazz and creative music.

Over the 10-day run in November, the Festival spans over 20 different boroughs of London, mapping the whole city with a joyful celebration of music.

EFG LONDON JAZZ FESTIVAL



CASE STUDY / FESTIVALS

Since 2024 we operate The Jazz Social, a high-impact pop-up venue that has become the central hub for the Festival – a dynamic space for live music brand activations, cultural collaboration, and community engagement.

The festival is the highlight of the jazz calendar in the UK, with a long history of programming a wide variety of talent from around the world.

The festival has presented headline shows of global acts such as Herbie Hancock, Norah Jones, Melody Gardot, Mariza , Jamie Cullum & more.

In addition to those we produce over 15 new commissions and new collaborations, opening the platform to emerging artists and also gather the music community around free events.

KEY ACHIEVEMENTS

- **FESTIVAL OF THE YEAR – LIVE AWARDS 2025**
- **100K LIVE AUDIENCES ANNUALLY**
- **108K SOCIAL MEDIA FOLLOWERS**
- **3M+ ANNUAL WEBSITE VISITS**



CASE STUDY / PROGRAMMING & ARTISTIC CONSULTANCY

We provided jazz-focused programming consultancy as part of the year-long programme for Bradford City of Culture 2025. Our work included delivering a day-long festival activation featuring live performances, DJ sets, and interactive workshops, including drumming and dance. In addition to the event, we acted as external consultants across the wider programme, working alongside the central City of Culture team. Our support covered marketing strategy, audience development and engagement, as well as artist booking.

KEY ACHIEVEMENTS

- **SOLD OUT EVENT IN ADVANCE**
- **2 INTERACTIVE WORKSHOPS DELIVERED**
- **11 ARTISTS PROGRAMMED**

BRADFORD CITY OF CULTURE



CASE STUDY / LIVE SHOWS & TOURING

For over a decade, Serious has been promoter and producer for the UK shows of the most-streamed classical artist in the UK - pianist and composer Ludovico Einaudi. One of the most beloved neo-classical musicians of his time, Einaudi has presented stunning live shows including 2019's Seven Days Walking, 2022's Underwater, and his record-breaking run at the Royal Albert Hall in 2025 where he officially became the longest continuous headline pianist at the iconic venue with a six-night residency. July 2026 sees his biggest ever UK performance at London's O2 Arena, supported by Organist and composer Anna Lapwood MBE.

LUDOVICO EINAUDI



CASE STUDY / LIVE SHOWS & TOURING

Serious has been a key partner in Samara Joy's journey in the UK, presenting her performances from the earliest stages of her international career. Beginning with an intimate London appearance at Pizza Express Jazz Club, Serious has worked with Samara through each phase of her remarkable rise, helping to introduce one of the most exciting voices in contemporary jazz to UK audiences. As her profile has grown, so too has the scale of her performances, culminating in sold-out headline concerts at major venues including the Barbican. Today, Samara Joy is widely recognised as one of the leading jazz artists of her generation and a defining voice in modern vocal jazz.

SERIOUS PROMOTES:

ANOJNI & THE JOHNSONS | BEN FOLDS
BONNY LIGHT HORSEMAN | EMELI SANDÉ
EMMA-JEAN THACKRAY | HERBIE HANCOCK
IDRISI ENSEMBLE | JULIAN LAGE | KATIE MELUA
KODO | KRONOS QUARTET | LADYSMITH BLACK
MAMBAZO | LIZZ WRIGHT | LUDOVICO EINAUDI
MADELEINE PEYROUX | MARCUS MILLER
MARISA MONTE | MARIZA | MELODY GARDOT
PAT METHENY | PUNCH BROTHERS
RHIANNON GIDDENS | ROBERTO FONSECA
SAMARA JOY | THE JOY | TINDERSTICKS | TORTOISE

SAMARA JOY



CASE STUDY / CREATIVE PRODUCTION

We have been producing partners for these prestigious global music awards since their inception in 2018, delivering full-scale stage management and pre-production for complex, internationally televised ceremonies. Editions have taken place in Lisbon (2019), Muscat (2022), and London (2025), the latter presented in partnership with the EFG London Jazz Festival.

The Awards celebrate outstanding creativity, performance, and education from communities around the world with a significant Muslim presence.

An astonishing array of artists include the late Zakir Hussain, Yurdal Tokcan, Farida Ali, Peni Candra Rini, Golshan Ensemble, Soumik Datta, Royal Oman Symphony Orchestra, Senny Camara, Farah Kaddour, Derya Türkan, Kyriakos Kalaitzidis, Sahba Aminikia, Mariam Bagayoko, Vincent Peirani, Michael League, The Warsi Brothers, The Saami Brothers, Kamilya Jubran, Qalali Folk Band, and the Aga Khan Master Musicians.



CASE STUDY / CREATIVE PRODUCTION

Alongside the complex live music production of the awards ceremonies, we produce and manage a wide-ranging programme of concerts, seminars and associated events to the highest standards. Our role also includes coordinating high-level participation, working closely with special guests, diplomats, ambassadorial teams, members of the Aga Khan family and dignitaries of host countries.

KEY ACHIEVEMENTS

- 90 LOVE ARTISTS FEATURED
- 491 MEDIA FEATURES ACROSS 20 COUNTRIES
- 5M+ DIGITAL IMPRESSIONS

AGA KHAN MUSIC AWARDS CONT.



CASE STUDY / TALENT DEVELOPMENT

Take Five is Serious' one of a kind, flagship annual talent development programme, dedicated to nurturing the careers of emerging UK-based jazz and improvising musicians and composers. Running for over 20 years, the programme has played a vital role in supporting the next generation of artists.

Each year, Take Five delivers a comprehensive package of support, including an artist residency for each cohort, online industry workshops, bespoke mentorship, and showcase opportunities at the EFG London Jazz Festival.

KEY ACHIEVEMENTS

- **160+ MUSICIANS SUPPORTED**
- **ALUMNI INCLUDE NUBYA GARCIA, SHABAKA HUTCHINGS, ABEL SELAOCOE, AND TIM GARLAND**



CASE STUDY / INTERNATIONAL COLLABORATIONS

Over the past five years, we have delivered an international partnership with Hillside Beach Club, an award-winning luxury eco-resort in southwest Turkey, curating and presenting the very best of the UK's vibrant jazz scene to its guests.

The programme includes headline beachfront performances, intimate sunset boat concerts, dance and percussion workshops, and wellbeing activities such as sound baths and jazz yoga. This is supported by an influencer-led campaign to extend reach and audience engagement.

KEY ACHIEVEMENTS

- **STRONG RETURN RATE OF GUESTS**
- **FEATURED ARTISTS INCLUDE YAZMIN LACEY, CHINA MOSES, NUBYAN TWIST, NATALIE WILLIAMS, JUDI JACKSON, MICA MILLAR, TINA EDWARDS, AND YOLANDA BROWN**

HILLSIDE



CASE STUDY / MARKETING & BRANDING

We plan and deliver the annual EFG London Jazz Festival campaign in-house. Working closely with media buying, PR, and design agencies, venue partners, and artist management teams, we deliver a fully integrated campaign spanning both above-the-line and below-the-line activity.

Combining paid, earned and owned channels, the campaign is designed to support the entire customer journey – from awareness and consideration through to ticket purchase and audience retention – while strengthening the festival's position as one of Europe's leading jazz events.

KEY ACHIEVEMENTS

YEAR-ON-YEAR GROWTH, 2024 TO 2025

- OWNED AUDIENCE DATA INCREASED BY 16%
- WEBSITE VISITORS GREW BY 15%
- SOCIAL MEDIA ENGAGEMENT 75.8% INCREASE
- THE NUMBER OF USERS MENTIONING THE FESTIVAL ONLINE GREW BY 14%

IN HOUSE FESTIVAL MARKETING



CASE STUDY / PUBLIC & COMMUNITY PROGRAMMES

Equaliser is our sound engineer training programme for people from the Global Majority, delivered in partnership with Black Lives in Music. The programme provides practical, paid industry experience alongside mentoring and networking opportunities across the festival landscape.

Participants undertake paid placements at leading national venues, including the Barbican, Royal Albert Hall, and Britten Pears Arts, gaining hands-on experience in professional live music environments.

KEY ACHIEVEMENTS

- **11 PARTICIPANTS SUPPORTED AND DELIVERED 62 PAID SHIFTS AT PROFESSIONAL VENUES**
- **A PARTICIPANT FROM OUR 2025 COHORT HAS PROGRESSED TO FREELANCE SOUND ENGINEERING WORK WITH THE BARBICAN**



CASE STUDY / PUBLIC & COMMUNITY PROGRAMMES

Milestones is a professional development for young people looking to launch a career in the live events industry. Participants attend workshops covering all aspects of live events and are supported to programme, produce and market their own event as part of the EFG London Jazz Festival.

KEY ACHIEVEMENTS

- 8 PARTICIPANTS SUPPORTED ANNUALLY
- OVER 12 HOURS OF WORKSHOPS AND MASTERCLASSES ON THE LIVE EVENTS INDUSTRY
- PARTICIPANT EVENTS ATTENDED BY OVER 1,000 PEOPLE

MILESTONES



**TO LEARN MORE ABOUT
SERIOUS AND EXPLORE HOW
WE CAN WORK TOGETHER,
PLEASE GET IN TOUCH:**

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