

AAF membership

With pleasure I give you some more information about the AAF membership for your competition.

Introduction

AAF has become well-known in the Piano World. Some **170** international piano competitions have joined us and became AAF member competitions, including many of the major ones (*Chopin* Warsaw, *Queen Elisabeth* Brussels, *Van Cliburn*, *Bachauer*, Cleveland, *Rubinstein* Tel Aviv, Sydney, Santander, Leeds, *Busoni*, *Beethoven* Vienna, Salzburg, Hamamatsu, Sendai, Munich - ARD, Bonn - *Telekom Beethoven*, etc.), but also many others. They are all included in the AAF catalogue and on our website. More and more competitions focus on young pianists, and we give them special attention as well.

The **AAF catalogue** is our annual **full-colour** publication. It has been published since 2005. This year's edition (2021) was issued as a digital, downloadable version instead of a printed catalogue. This is much better for the environment and it enables us and all the competition organisers to make changes or corrections much easier and to keep everything more up-to-date, even during the year.

The AAF catalogue can thus always serve as a very practical reference book for everybody. The usefulness is further enhanced by the many links: with just one click, the reader can automatically jump to the website of the competition he/she is interested in.

Here is a direct link to the latest edition of the AAF e-catalogue:

<https://alink-argerich.cld.bz/AAF-2021-3>

Our member competitions enjoy much additional attention, thanks to the large **international exposure** and the extensive publicity and effective promotion that we can provide.

AAF member competitions have clear exposure on our **website** and can have their own space in the **AAF catalogue**. As a result, many pianists will then see it and will become aware of your event, which will certainly lead to an even **greater interest** in the competition from all over the world, with all positive consequences for you and the event, its **profile and image**.

The annual AAF membership fee is **1,000 Euro**.

The AAF membership always runs for 12 months, after which it can be prolonged or discontinued.

On our website, there is a **separate web page** (embedded in our website) in a specific format, specially **dedicated to your competition**, where we place **important competition details** and much **practical information** in order to inform all the pianists, and we will activate various **links** to your website, which will further increase the interest and attention for your competition.

The competition will appear in the online **competition calendar** on our website, at the **dates** of the competition and also once again at the **application deadline**. Furthermore, we include the competition in the list of **contacts** and there can also be a special **News item** about the competition. Naturally, we will also implement various links to your competition's website.

Our website has an average of 500 visitors per day and is updated several times every week. Many pianists have marked it as their favorite and use it as their main source of information and planning tool for their competition activities. The **News items** on our website are also read by many pianists.

One month prior to the **application deadline** of your competition, we add an **extra line** on the front page of our website, to alert all pianists and to draw their attention to the upcoming application deadline. This line stays there during **one month** and proves to be very effective.

There are more benefits which are described on our website (www.alink-argerich.org), such as:

- dedicated assistance and advice;
- reliable and objective information (e.g. about other competitions or pianists);
- AAF's **dense network** of valuable personal **contacts** in the Piano World, which is very useful in attracting more contestants and/or jury members that match a certain profile;
- **verification** and **evaluation** of biographical information that contestants and applicants submit. This can help you when making a **preselection** or in **clarifying doubtful entries**.

These services are offered in direct correspondence. We can thus offer very precise information, dedicated to your needs, and in case of confidential matters or pieces of information, you can be sure that it will indeed be treated confidentially.

AAF member competitions receive the AAF logo which may be used in any forthcoming publications and announcements of the event.

Since 2009, our Foundation has also offered **financial support** to 90 competitions, for organising a **special reception** for all the contestants. These competitions were initially chosen by our notary. AAF continues with this support. Also in 2021, it will be decided at which competitions such support will be given.

In 2015, a special **AAF Award** was awarded at two important international piano competitions (Warsaw and Hamamatsu). The AAF Award winners receive financial support, international publicity and dedicated assistance by AAF. In 2016, one of them was given the opportunity to perform at Martha Argerich's Festival in Lugano. In 2016, four other exceptional young pianists, who took part in an international piano competition and who did not receive one of the major prizes, were given the AAF Award.

AAF organised the first international **AAF Conference** for all the organisers of international piano competitions in Barcelona, 19-20 March 2018, where they could meet and talk. At this conference, 154 representatives of competitions from all over the world came together and discussed a whole range of topics, which was very beneficial for them. Many of these competition organisers made contact with their colleagues from other countries and already exchanged ideas and new invitations.

The 2nd AAF Conference was prepared and scheduled to be held 23-24 March 2020 in Utrecht (the Netherlands), during the Liszt Competition. More than 170 organisers and representatives had planned to attend. However, due to the coronavirus, the competition and also the AAF Conference could not take place. The new dates for the 2nd AAF Conference are **19-20 September 2022**, again in collaboration with the Liszt Competition in Utrecht (the Netherlands). Any further news about AAF's activities will be posted.

Gustav Alink
(Dir. Alink-Argerich Foundation)

www.alink-argerich.org

mail@alink-argerich.org

aaf.alink@gmail.com

aafout@yahoo.com