



Gary Barlow and P&O Cruises search for the Talent of Tomorrow

July 29, 2024

P&O Cruises and its music director Gary Barlow are on the hunt to find the UK's next musical sensation. The newly launched *Talent of Tomorrow* campaign aims to seek out an accomplished performer and encourage them to audition to be in with a chance to sing on board later this year.

The competition, which will see the three finalists receive one-to-one mentoring by Gary Barlow himself, is open to all aspiring performers who can sing solo and play an instrument without a backing track. The winning musician will receive a seven-night cruise on Iona or Arvia with a guest, and will have the opportunity to explore amazing destinations by day and take to stage in The 710 Club by night to entertain audiences in a series of gigs.

Gary Barlow, who has been passionate about nurturing new talent throughout his own successful career, has given some top tips for a successful audition: "Talent shines through anything so feel free to use a smartphone or whatever equipment you like, but just make sure your talent is visible. Don't be afraid to create your own version of the song, a version that's never been heard before and which showcases what you're trying to get us to notice. This song has to suit your voice and be in a key that really shows us your range and what you can do as a vocalist, as well as a musician."

P&O Cruises president Paul Ludlow said, "Entertainment is at the heart of our cruise holidays and music has a way of bringing people together. We've worked with Gary for a number of years and we value his expertise when it comes to welcoming talented musicians on board our ships. We can't wait to find the next Talent of Tomorrow who will perform with us later this year."

Entry mechanism

Applicants must complete their registration and submit a two-minute audition of themselves singing and playing an instrument of choice on the [Talent of Tomorrow](#) competition page by August 11, 2024. Ten semi-finalists will be selected and invited to perform in front of a panel of independent judges in Southampton on August 31, 2024. Three finalists will be chosen on the day, and will be invited to a personal one-to-one mentoring session by Gary Barlow on September 7, 2024, on board P&O Cruises Iona, in Southampton. The three finalists will then perform, with the winner being decided by a public vote.

Full terms of entry can be read on the [Talent of Tomorrow](#) competition page.

Images can be viewed [here](#).

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For further press information please contact:

Michele Andjel, michele.andjel@carnivalukgroup.com 07730 732 072

Jade Berry, jade.berry@pocruises.com 07467 999 381

About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. Each of the seven ships has its own appeal from family friendly or exclusively for adults. With over 200 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike.

P&O Cruises works with the best of the best including Gary Barlow who is music director of The 710 Club on Arvia and Iona and has delivered a number of unique musical moments on board. Crafted to Gary's creative vision, The 710 Club showcases an eclectic range of performances and offers an opportunity for up-and-coming musicians to get their break. Gary also joins guests for exclusive performances P&O Cruises holidays. Multi award-winning performer Nicole Scherzinger is the creative force behind contemporary and breath-taking late night shows to be performed in SkyDome on board Iona and Arvia, and P&O Cruises Food Heroes include chefs Marco Pierre White, José Pizarro, Shivi Ramoutar and Kjartan Skjelde who has created Norwegian speciality dishes, as well as award-winning drinks expert Olly Smith.

Recent awards for P&O Cruises include:

1. The Times and Sunday Times Travel Awards 2023 – Best Ocean Cruise Operator
2. Wave Awards 2023 – Best Value for Money Cruise Line, Favourite Ocean Cruise Line and Best New Ship Launch
3. British Travel Awards 2023 – Best Cruise Line for Family Holidays and Best Cruise Line for No-Fly Cruise Holidays
4. Editors' Picks Cruise Critic Awards 2023 – Best New Ship (Arvia)