

# THE MME AWARDS 2024 Education Programme

*LifeLong Learning, Awareness is the key, Knowledge is Power!*



**Date:** Wednesday 17-01-24 - 13.30-16.30/ (01.30PM/4.30PM)  
**Location:** DOT - Vrydemalaan 2, 9713 WS Groningen  
**Hosted by:** Sagid Carter

## START PART 1

13.30

Welcome and Introduction by Sagid Carter, host of the programme.

## TAKE CARE OF YOURSELF

### 1 - Inspiration & Motivation by Sudha Kheterpal

*On Stage: Sudha Kheterpal*

**Sudha Kheterpal** is a British/Indian percussionist that traveled the world with Faithless, Dido, Kylie Minogue and others. She knows first hand with it is to be on tour and how you should be prepared for all the pressures and expectations. She is also a great motivational speaker and can describe the excitement before a massive show, the dedication of practicing, and what it's like to build an artist. Her insights to stay mentally healthy will inspire you! <https://www.sudha.co.uk/>

### 2 - The new Cultural Rider for inclusivity & diversity on tour.

*On Stage: Caspar Harvey, Isabeau Keurntjes & Sagid Carter*

powered by LiveDMA

Expect an informal conversation led by Sagid on a new phenomenon in personalizing riders for artists sent out to the venues while being on tour. More and more artists and their teams set up their riders in a way that makes venues better aware of their specific additional needs and wishes around shows. How can artists (teams) provide the right info to a venue, and how can a venue help the artist proactively?

Caspar Harvey - the manager of Sans Soucis - and Isabeau Keurntjes - venue project manager of Paradiso Amsterdam - will go into a conversation together with you and each other. What can be better arranged and what could be changed on the current riders to achieve the mission of the Cultural Rider. And we all agree that within a safe and fitting environment you can perform better!

*Inaki Otalora (Founding partner at [Guajira](#) member of [Live DMA](#)) introduces LiveDMA*

*Isabeau Keurntjes ([Paradiso Amsterdam](#))*

*Caspar Harvey ([House of Us](#) - Manager of MME Grand Jury Prize winner 2023 Sans Soucis)*

## TAKE CARE OF YOUR REPERTOIRE

### 3 - Digital Strategy, Profile Yourself (20min) + Q & A

*On Stage: Alice McClean*

A digital strategy is one of the most important aspects of any campaign and will help you connect with audiences globally. Where do you start though? And how do you create a successful digital strategy? Alice McClean, Head of Video & Audience Development at Believe, will give a workshop on how to help artists effectively share their music and stories via platforms like YouTube, TikTok, Meta and more.

*Alice McClean (Head of Video & Audience Development UK - [Believe](#))*

## 4 - The power of an independent label

On Stage: **Kees van Weijen**

powered by IMPALA

Independent labels work closely with artists and their teams and work on ways to have an artist centric mindset. IMPALA represents these labels and are leveling the playing field for independent music companies and their artists across Europe. One of the topics is for instance performance income. This issue in short means that countries in the EU are mandatory to pay when artists outside of Europe are played on the radio - while the European right holders aren't paid when their music are played in the U.S. This creates a disbalance. IMPALA is working on changing this imbalance. How do they do this?

**Kees van Weijen** (board member [IMPALA](#), [STOMP](#) a/o).

**BREAK!**

**14.55**

**START OF PART 2**

**15:15**

## 5 - The truth about syncing your music

On Stage: **Laura Bell and Sagid Carter**

powered by ICMP

An introduction to the world of publishing and diving into music syncing. On stage is Laura Bell, owner of Bell Supervision and a Music Supervision. So what is publishing? And how does syncing work? Who's part of these conversations? And how do you get that music synced? Laura will take you through this and give the real talk on what's what. Weaving together stories with music.

**Laura Bell** ([Bell Music Supervision](#))

## 6 - Soundcharts and the new AI revolution in data

On Stage: **Victoria Berry**

powered by DME

Once you have a fanbase it would be good to have a strategy on how to reach them, but where are your fans and what would be next for your tours and promotion? Data is your friend!. Victoria Berry from Soundcharts gives a short introduction! What the service and platform is all about, gives the newest updates on Soundcharts tools, tips & tricks and also tells you about AI and music data coming soon.

**Victoria Berry** (Music Partnership Associate [SoundCharts](#))

**TAKE CARE OF YOUR GROWING CAREER**

## 7 - Tips and Tricks to start a Green & Sustainable Music Career (Video)

**Sagid Carter** introduces the challenges of being Green in the music industry

As being sustainable is a global necessity, artists need to find ways to see who they can approach this subject. Every year the winner of the Grand Jury Prize receives EUR 5.000 to experiment and invest in Green Touring. Sans Soucis spent this money last summer and MME Awards followed her on this journey for an informative video.

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## 8 - Your Brand as an artist

**On Stage: Jake Beaumont-Nesbitt/**

**powered by IMMF**

Manager Jake Beaumont- Nesbitt will give a one on one on how to tell your story as an artist in the music industry. What do Leonardo da Vinci and Nicki Minaj have in common? He will be breaking this down into four aspects: *Style, Story, Sight and Sound* and delve deeper into why these aspects are the fundamental key points of becoming a successful brand.

**Jake Beaumont- Nesbitt** ([IMMF](#))

## 9 - It's live!: What Exchange and Liveurope add to your tour!

**Panel interview/discussion/presentation with Sagid Carter**

**On Stage: Max van Bosse, Naiara Lasa, Fernando Bittencourt, Ilona Deuring, Mathieu**

**Fonsney, Mark Bóná**

**powered by ESNS EXCHANGE & LIVEUROPE**

After a strong Eurosonic performance, you want to set up a tour through Europe and play all the cool venues and festivals. Liveurope and Yourope are organizations that provide tools and money for venue promoters and festival bookers to book you as an artist. How does this work? And what gets you noticed? A conversation with venue promoters from Apollo in Barcelona and the Melkweg Amsterdam and festival bookers from Sziget and Dour.

**Max van Bosse** ([Melkweg](#)), **Naiara Lasa** ([Apollo](#)), **Fernando Bittencourt** ([Liveurope](#)), **Ilona Deuring** ([ESNS/Exchange](#)), **Mathieu Fonsney** ([Dour](#)), **Mark Bóná** ([Sziget](#))

## ROUNDUP BY SAGID CARTER AND LAST BUT NOT LEAST

## 10 - Music Export Bureaus are here for you!

**On Stage: Sagid Carter and Corinne Sadki & Tamara Kamińska**

**powered by EMEE**

What is a Music Export Bureau and what do they do? A brief introduction moderated by Sagid.

And an introduction of the members in the room for networking!

The motto is: "Go and grab a drink now and start talking!"

**Corinne Sadki** (*Chairwoman EMEE/Head of European Affairs and Gender Equality CNM*)

**Call to drinks and mingle with Music Export Bureaus and all the music professionals!**

**END PROGRAMME**

**16.30**

## DRINKS AND INFORMAL Meet and Greet

All participants, guests and artists are invited for an informal Meet and Greet with drinks. Here they can meet all the partners of the MME Awards and connect with them!

**MME 2024 ARTIST DINNER**

**18.30**

The traditional and famous MME Awards Artist Diner will take place after the Meet and Greet in the same location as the MME Education Program. All artists and participants are invited to join.



## Sagid Carter (Host & Moderator)

Sagid (1994) started as a young radio producer but quickly transformed to hosting shows for FunX radio. And hosted her own Saturday night show 'Club Carter' on 3FM. Sagid used to curate and interview Artists from the whole world for the daily show 3voor12 Radio. In her spare time, she created her own podcast, Cartish Radio. A platform for her passion for storytelling and human interest. Which was the foundation of her new project: "Sagid Carter Interviews". Sagid Carter, can be found on [Youtube](#) and all your favorite [podcast channels](#). It is music, talks, fashion & all other things Sagid cares for, which led to her being chosen as Media Talent of the year by The Volkskrant In 2020.



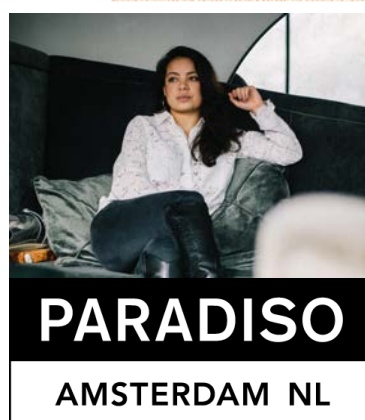
## Sudha Kheterpal (The Pitch Coach)

Sudha is a British/Indian percussionist that traveled the world with Faithless, Dido, Kylie Minogue and others. She knows first hand with it is to be on tour and how you should be prepared for all the pressures and expectations. She is also a great motivational speaker and can describe the excitement before a massive show, the dedication of practicing, and what it's like to build a healthy and sustainable career. In 2008 she toured with The Return of the Spice Girls and has since played with Kylie Minogue, Mark Morrison, Rae and Christian, Ian Brown, Talvin Singh and Dido.



## Inaki Otorala (Live DMA/Dabadaba)

Inaki is one of LiveDMA's Basque members, director and one of the founders of the music venue Dabadaba in San Sebastian responsible for the organizational development. He is also a board member of the Basque Music Office and an active member of LIVE DMA. Dabadabada is a member of Live DMA, a European network of live music associations, aiming at supporting the global ecosystem of music venues, clubs and festivals. Live DMA fights for the recognition of live music venues, clubs and festivals all over Europe, so they can be considered as real cultural, economic and social places.



## Isabeau Keurntjes (Paradiso)

Isabeau is a Project Coordinator at Paradiso Amsterdam & Freelance event manager and producer. Within Paradiso she's responsible for all different projects within Paradiso making sure that all the different parts of the organization work together. She also spearheads the diversity and inclusivity workgroup. In the past Isabeau has worked as a curator and program developer for NDSM and carried various responsibilities at A'DAM Tower.



**HOUSE OF US**

MUSIC//MANAGEMENT//PR//COLLECTIVE

## Caspar Harvey (House Of Us)

Publicist & Artist Manager at House Of Us. House Of Us is a London-based music management, consultancy, and PR company. Manager for: Sans Soucis & Rina Sawayama. Sans Soucis was the winner of the Grand Jury MME Award 2023.

House of Us is a London-based music management, consultancy, and PR company. They nurture the talents of a diverse range of artists, providing sustainable and sought after careers in the entertainment industry. Their unrivaled understanding of how this industry works in 2019, has allowed us to navigate successful paths for our artists in an increasingly competitive climate.

Whether it's selling out shows internationally, or writing and producing for some of the most world-renowned artists, their roster of pop acts to producers are given the tools they need to realize these ambitions on a global scale.

House of Us utilize our close relationships with fashion, tech, brands, radio, online, and print press, to give House Of Us artists the exposure they are owed.



**b.**

## Alice McClean (Believe)

Alice is Head of Video & Audience Development at Believe (UK)

A digital strategist, marketing expert, an educator, and a content and branding specialist with a strong track record for leading successful teams globally. She works for Believe, which is one of the world's leading digital music companies. Believe's mission is to develop independent artists and labels in the digital world by providing them the solutions they need to grow their audience at each stage of their career and development.

With bases in more than 50 countries their aim is to support independent artists and labels with a unique digital expertise, respect, fairness and transparency. They offer its various solutions through a portfolio of brands including TuneCore, Nuclear Blast, Naïve, Groove Attack and AllPoints.

Furthermore Alice has gained know-how as digital campaign manager and managing director of Comes with Fries", a dynamic digital agency and label services company.



**BELL**  
MUSIC SUPERVISION

## Laura Bell (Bell Supervision)

Laura Bell is an Australian Music Supervisor for film and series based in Europe. In Australia, she worked at the Broadcasting Corporation as Executive Producer & Manager of *ABC Classics and Jazz*. After leaving Australia, she was *Head of Sync for BMG Talpa Music* in The Netherlands and *Managing Director for BMG Production Music*, before starting her own music supervision company: Bell Music Supervision. As a seasoned music industry executive, she is now proud to be an advocate for the craft of music supervision, shaping many soundtracks over the past years.





## Kees van Weijen (Impala)

Kees van Weijen has been working in the Entertainment Industry in the Netherlands, Belgium and Great Britain since 1974. In 2013, Kees was elected Chairman (2013-2017) and subsequently President of IMPALA (2017-2021) and now serves as executive board member. In 2022 Kees received the Impala Outstanding Contribution Award for his relentless work towards a stronger European independent music sector. During the span of his career Kees has worked for Universal Music as Executive Vice president, Managing director of Mercury records, MCA and Polydor. In 2023 he became a jury member of the hub for the exchange of music innovation (HEMI).



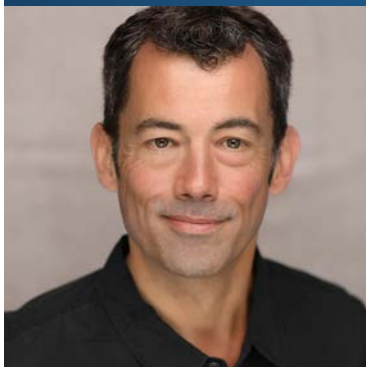
## Victoria Berry (SOUNDCHARTS)

Victoria Berry works as Music Partnership Associate at Soundcharts and as Project Manager at Jellyfish and furthermore as an independent entrepreneur: Berry Company Limited which focuses on musical performances for private events and artistic residencies. Soundcharts is the leading global Market Intelligence platform for the music industry used by many music professionals worldwide. The company provides global and real-time data analytics on artists' performances and market trends by tracking radio stations, playlists, charts, social media and online media globally.



### Soundcharts is also part of DME.

Digital Music Europe represents Europe's leading digital music innovators that have revolutionized how people discover, enjoy and experience music and that have played a significant role in returning the music industry to positive economic growth in Europe and the rest of the world. The alliance works with policy-makers and other stakeholders to ensure that the sector's growth and European leaderships continue, benefiting creators and consumers.



## Jake Beaumont-Nesbitt (IMMF)

Jake Beaumont-Nesbitt is an artist manager working with independent and signed artists, and advising managers across Europe, South Asia, and North America. Focused on technology and intellectual property rights, metadata, and usage data, to develop efficiencies for artists business models. His clients have included Radiohead, Rihanna, The Clash and Beyonce. Jake advises The International Music Managers Forum (IMMF) on artists business models, and IP policy.

IMMF is a global network of associations of self managed artists and artist managers in over 50 countries.





## **Fernando Bittencourt (Liveurope)**

Fernando has been working in the European cultural sphere since 2015. Before joining the Liveurope team in 2020, he was in charge of the communications of IETM, a network of 500+ organizations and freelancers active in contemporary performing arts. Today he oversees Liveurope's communications and partnerships and helps coordinate the venues' efforts in promoting more European emerging artists.



Liveurope gathers international concert venues across Europe. The member venues are selected for their commitment to booking diverse European artists, as well as their highly professional infrastructure and world-class reputation. Over the years, our platform of iconic concert venues grew to 23 venues in European countries today. They aim to continue expanding to include more concert halls across Europe and consolidate Liveurope as the defining quality label for European concert venues.



## **Ilona Deuring (ESNS/Exchange)**

Ilona Deuring is the project manager of ESNS Exchange and policy officer EU for ESNS. She is responsible for project coordination and is in contact with partners and stakeholders of the ESNS Exchange and MME Awards programmes.



ESNS Exchange is the EU Funded European Talent Exchange Programme and an initiative of ESNS. It facilitates the bookings of European acts on festivals outside their home countries and generates extensive media exposure for these artists in cooperation with the European Broadcasting Union (EBU), export offices and local media. This way, ESNS Exchange aims to give a boost to the international careers of European artists. Since 2003 ESNS Exchange has helped 2158 European artists from 37 countries to play 5333 shows at 190 partner festivals in 44 countries



## **Max van Bosse (Melkweg)**

Max van Bosse has been working in the music industry for more than 15 years, including at Mojo Concerts, Topbillin', Paradiso and she is currently a senior programmer at the Melkweg. She is mainly concerned with hip-hop and R&B programming. In addition to her job at the Melkweg, she is also a playlist curator at Kollekt.fm, and she is on the board of Backstage Pass.



Melkweg has always been a kind of biotope of a variety of subcultures: from hippies to punk, from grunge to hip hop. Its rich history has made Melkweg known across the globe as a venue where new artists and styles can take the stage and where world famous

names performed before making their big breakthrough.



## Naiara Lasa (Sala Apolo)

Naiara has been working for over a decade at Sala Apolo, one of the most emblematic venues in Europe, leading the teams that shape the essence of the venue, such as programming, production and communications.

Naiara is also responsible for the creation and implementation of new artistic, digital and audio-visual projects that add value to the brand and drive it towards new ways of understanding live music. She is a member of the Board of ASACC (Associació de Sales de Concerts de Catalunya) and has been a guest lecturer at IMB S.



## Mathieu Fonsney (Dour Festival/Liquiid Agency)

After an internship at *Les Inrockuptibles* as journalist, Mathieu Fonsney founded the Forma.T label and events which were a serious party playground between 2006 and 2013. After that, he joined Dour Festival's booking team to lead him to create Liquiid Agency this year, an independent creative agency that offers services in booking (Dour Festival, Fifty Lab, We Love Green, Peacock Society) In communication (Dour Festival, Moonshine, Vlek records) Since 2019, Mathieu also created Fifty Lab, a showcase festival in Brussels based on a collaborative way of programming with other international festivals.



## Mark Bóna (Sziget)

Márk Bóna is a Budapest-based freelance event manager and booker. He has been in the music industry for more than 20 years. Mark worked for clubs like Kultiplex, Zöld Pardon and Barba Negra. Furthermore he also worked with many festivals as a booker (Sziget, Ohmydeer) and member of the pre-production and on-site team (VOLT, Balaton Sound, Sziget, STRAND, etc).

He is very experienced to give advice in many areas of the music business like live concerts, technical and hospitality rider preparation, touring, band appearance (photo, bio) and how to contact festival bookers as an artist, how to make your production more professional and exciting.





## **Corinne Sadki (EMEE/Centre national de la Musique)**

Corinne Sadki has been working for more than 25 years in record companies developing marketing and communication strategies with a never-ending passion for music. In 2016, she joined the French music export office in Paris (Le Bureau Export) and got involved in developing artists' careers abroad, encouraging the competitiveness of the French music sector on new markets and mobilizing the politics to support the music sector. Since 2017, she is president of EMEE to work for the EU music sector with the mission of sustaining the competitiveness and the international development of the European music sector as a key issue of international policy.

She is now advisor for the Centre National de la Musique, in charge of European affairs and gender equality, keeping on her engagement for the European music sector and encouraging changes in the French music sector (and beyond) for more inclusion and diversity.

## **Tamara Kamińska (EMEE/Music Export Poland)**

As a program director of one of the most significant cultural institutions in Poland, Tamara was responsible for preparing and producing important music events (like WOMEX'17). Currently, Tamara is the director of Music Export Poland, the advisor to the Board of the Society of Authors ZAiKS and coordinator of the Europeana Music Exporters Exchange network. As an independent consultant for the development of creative industries, she has been cooperating with a number of cities across the world.