

Music Tourism Forum

in partnership with urbanana

November 9-10 2022
Düsseldorf, Germany

What is Music Tourism Forum?

Music Tourism Forum is a smaller city/state/region focused version of our global Music Tourism Convention.

The event focuses more regionally on music's role in destination branding, tourism, attracting investment, developing communities and economic development, and the use of music in improving the quality of life for citizens.



Music Cities Events

Music Cities Events organises the biggest international conferences on the topic of music cities, music policy and music tourism. We produce the leading international awards ceremony on music cities – the Music Cities Awards, we run the Music Cities Community, with 1,500+ global members, and we educate people globally on the value of music.

Our upcoming events & projects are:

Music Cities European Exchange (MCEE)
Jan 9-Feb 20, 2023

Music Tourism Convention
Cleveland, Mississippi, USA
April 11-14, 2023

Music Cities Convention
Huntsville, Alabama, USA
October 18-20, 2023



Schedule Overview

WEDNESDAY, NOVEMBER 9TH:
MAIN FORUM DAY 1

- Talks @ Weltkunstzimmer
- Sound of Düsseldorf Music Tour OR Secret Concert

THURSDAY, NOVEMBER 10TH:
MAIN FORUM DAY 2

- Talks @ Weltkunstzimmer
- Lunch @ Weltkunstzimmer
- Evening Reception @ 5P Style



MUSIC CITIES CONVENTION

BY SOUND DIPLOMACY

THE 12TH GLOBAL EDITION

OCTOBER 18-20, 2023

HUNTSVILLE, ALABAMA, USA

DO NOT MISS THE NEXT MUSIC CITIES CONVENTION IN HUNTSVILLE, ALABAMA!

For more info and tickets: **www.musiccitiesevents.com/mcc-huntsville**

Schedule Day 1

Wednesday, November 9th
Weltkunstzimmer, Düsseldorf

13:00–13:30 Registration

13:30–13:45
OFFICIAL WELCOME

Alice Feltro, Events Manager, Music Cities Events (Turin, Italy)

Dr. Heike Döll-König, Managing Director of NRW Tourismus e. V (Düsseldorf, Germany)

13:45–14:30 PANEL
NRW Exploring The Region's Music Potential

Thomas Venker (Moderator), Editor-in-chief / Founder of Kaput – Magazin für Insolvenz & Pop (Cologne, Germany)

Ralph Christoph, Director c/o pop Convention (Cologne, Germany)

Jana Kerima Stolzer, Artist (Dortmund, Germany)

Michael Wenzel, Journalist & Tour Guide "The Sound of Düsseldorf" (Düsseldorf, Germany)

Meike Glass, Journalist, Co-Founder of the fem_pop collective, freelancer for Deutschlandfunk Nova and WDR Cosmo (Cologne, Germany)

This panel will bring together representatives from each of the urbanana region's music scenes to explore the potential for integrating music into branding and tourism initiatives, as well as music's connection to quality of life in the region. Questions will range from asking about their personal working experiences in their respective cities, why they've based themselves in these cities, and on the potential they see for music tourism and music ecosystem development in the region.

14:30–15:20
Session on **Exploring How a City's Sound Can Impact Its Musicians, Scene and Branding**

These presentations will showcase two great examples of how a city's 'sound' can organically impact how it is perceived externally as well as internally. How the sound of a city sparks new creativity, and how that will then further strengthen and promote the brand of the city.

14:30–14:55 PRESENTATION
'inDUStrial' Case Study Using Düsseldorf's Industrial Reputation To Create New Compositions

Marko Zaic, inDUStrial Project Team Member (Düsseldorf, Germany)

Rolf Maier-Bode, Composer / Producer (Düsseldorf, Germany)

Kai Hoffman, Co-Founder & Creative Director, Open Studio (Düsseldorf, Germany)

Sorayah Johnson, Musician & Artist (Düsseldorf, Germany)

Schedule Day 1

inDUStrial brings local musicians together with Düsseldorf's industry. The companies open their factory gates and allow the artists to be inspired by the sounds of the machines. The sounds of the factory halls become the basis for new compositions, which are to be released on an album in digital form and as a haptic sound carrier on vinyl and premiered live in Düsseldorf.

www.in-dus-trial.com/das-projekt

14:55-15:20 PRESENTATION

'The Third Room' Case Study
Using The Ruhr Region's Industrial Heritage To Create a Thriving Music Hub

Ahmet Sisman, DJ/Producer, Promoter, Mastering Engineer Founder of The Third Room (Essen, Germany)

Label, Studio and Event Series, The Third Room is a growing artistic collective that focuses on the hybridity of places and artforms, multiculturality and collectivity.

www.thethirdroom.de

15:20-15:40 Coffee Break

15:40-16:35 ROUNDTABLE WORKSHOP

How Can a City's Unique Sound Be Integrated Into Its Destination Marketing?

Moderator: Alice Feltro, Events Manager, Music Cities Events (Turin, Italy)

This session will be a hands-on workshop style session. We will set 2-3 specific questions related to the topic, and the aim will be to generate ideas for how cities and places can better integrate their musical heritage and current music ecosystem into their destination marketing. An idea could be to use the city of Duesseldorf as an example city for delegates to use.

For this session, we will split the delegates into groups and each group will have its own table. Each table will have a large A1 sheet of paper, marker and instruction sheet. The table will also have a pre-briefed lead to get the discussion started. Once the discussion has ended, we will collect the sheets and stick them to the wall. We will also collate the ideas and send them to the delegates post-event.

16:35-17:00 PRESENTATION

Everything Is Music
Creating Digital City Music Trails For Mobile

Seth Jackson, CEO & Founder, Landmrk Limited / Director & Founder, Everything is CIC (London, UK)

Everything is Music is a location-based digital trail for mobile. It allows visitors to discover the rich musical stories of a town or city, all through an easy to access web-browser platform.

www.everythingismusic.io/

Schedule Day 1

17:00–17:15
CLOSING REMARKS

Alice Feltro, Events Manager,
Music Cities Events (Turin, Italy)

18:30–ONWARDS

On the first evening of the Music Tourism Forum, delegates may choose between The Sound of Dusseldorf music tour and the Secret Concert.

SOUND OF DÜSSELDORF

Meeting point 18:30
Max Brown Midtown
HotelKreuzstraße 19A,
40210 Düsseldorf

Time and again, Düsseldorf has produced influential and successful pop music. Musicians, artists and other creative minds have been gathering in the Altstadt (Old Town) for the last 50 years, where they have started up bands and influenced each other. Local music journalists and guides Dr. Michael Wenzel and Sven Andre Dreyer will show legendary pubs and clubs on their guided tour "The Sound of Düsseldorf", follow the tracks of Düsseldorf's most famous bands and share interesting inside facts about various musicians.

SECRET CONCERT

Meeting point 18:30
FitX
Münsterstraße 169,
40476 Düsseldorf

The secret concerts are an event series of Rausgegangen – a leading platform for event inspiration – and have amazed the crowds for the past years. This year, we will host three urbanana specials – one of them taking place in Düsseldorf! What we'll tell you? When the concert will take place and where we will meet. What we do NOT tell you? Which location we will go to and which special artists will perform. True to the motto "Just let yourself be surprised!" we present the unique artists in an extraordinary ambience. Just try it and experience a great concert evening with Rausgegangen and urbanana.

Schedule Day 2

Thursday, November 10th
Weltkunstzimmer, Düsseldorf

10:00–10:30 Registration

10:30–10:40
OFFICIAL WELCOME

Alice Feltro, Events Manager, Music Cities Events (Turin, Italy)

Ole Friedrich, Managing Director of Visit Düsseldorf / Düsseldorf Tourismus (Düsseldorf, Germany)

10:40–11:10 PRESENTATION
The Sound Of Eindhoven
Boosting The Local Music Scene With Creative Destination Branding

Peter Kentie, Managing Director, Eindhoven365 (Netherlands)

Eindhoven365's Managing Director, Peter Kentie will address the music and technology legacy of Eindhoven, city with a rich music culture, inventor of music cassette and Compact Disk, and home to Philips Electronics - former major record label for artists like David Bowie, and the original label of Düsseldorf's very own Kraftwerk! Mr. Kentie will show us how the electronic music industry is directly linked to the inventions of Philips engineers and how deeply rooted music and technology are in the culture of the city. He will also introduce us to 'The Sound of Eindhoven' - a campaign developed by Eindhoven365 and creative agency Edhv, created to boost the local music scene in times of corona.

11:10–12:00
ROUNDTABLE WORKSHOP
How Can a City Showcase Its Contemporary Music Venues, Clubs And Concerts To Drive Tourism

Moderator: Alice Feltro, Events Manager, Music Cities Events (Turin, Italy)

Here we'll ask the delegates to generate ideas on better promoting contemporary music venues, clubs, and concerts to visitors.

12:00–13:15
Lunch Break

13:15–14:05 PANEL
What Role Does The Artworld Play In Driving Music Tourism?

Laura Aha (Moderator), Journalist, Podcaster, Radio Host (Berlin, Germany)

Florian Hayler, Founder & Curator, Ramones Museum (Berlin, Germany)

Caroline Fagerlind, Head of Exhibitions, PopHouse Entertainment / Museum Director, ABBA The Museum (Sweden)

Kevin McManus, Head of UNESCO City of Music, Culture Liverpool (UK)

Schedule Day 2

This panel aims to explore the importance of music museums or exhibitions for the music ecosystem of a city and the attractiveness of a destination. Are music visitors more likely to come or stay longer if you have a good art museum offer? How successful are music focused exhibitions? How important is it for a city to have its own music museum?

14:05-14:35 PRESENTATION

MTV EMAs Supporting European Music Cities Since 1994

Mara Ridder, Vice President Talent & Music Central & Northern Europe, Paramount Media Networks (Berlin, Germany)

Daniela Stork, Executive Director Booking, Ticketing & Special Events at D.Live (Düsseldorf, Germany)

In this session Daniela Stork and Mara Ridder will discuss the positive impact of hosting a world-class event like the EMAs in your city, while reflecting on the event's history and growth over the past 28 years.

14:35-15:05 PRESENTATION

Liverpool's Music Tourism Strategy Bringing The Key Stakeholders Together To Provide The Best Music Offer To Its Visitors

Kevin McManus, Head of UNESCO City of Music, Culture Liverpool (UK)

Kevin McManus will discuss how Liverpool is looking to further strengthen its music tourism offer: the city's music heritage, its live music scene, its music tourism infrastructure and plans for the next five years. Kevin will also discuss his role and the important part he plays in bringing the various key stakeholders from the government and private industry together to focus strategically on music.

15:05-15:35 Coffee Break

15:35-16:05 PRESENTATION

Bach By Bike Sustainable Music Tourism Using Johann Sebastian Bach's Life As a Trail

Anne-Luise Oppelt, CEO, Bach by Bike & Classical Singer (Bonn, Germany)

Bach by Bike is a travel agency led by two musicians offering musical guided cycling tours mainly along the places where Johann Sebastian Bach lived – in what is today Thuringia, Saxony and Saxony-Anhalt. As a world-famous composer, it is extraordinary that his life and work took place almost entirely within this limited area. The tours include his birthplace in Eisenach and lead almost chronologically to his death place in Leipzig. Bach by Bike also cooperates with different music festivals (e.g. Bachfest Leipzig, Bachfesttage Köthen, MDR musicsummer, WESERFESTSPIELE) who like to connect their concerts with cycling and thus sustainable tourism. Bach by Bike is committed to initiating an official Johann Sebastian Bach cycling route with the three states involved. Founders Mareike and Anna-Luise met while studying together at the Music University of Detmold. They've also founded the Bach by Bike Ensemble, aiming to perform at open-air venues where concerts rarely take place in order to bring musical life to those places and, if possible,

Schedule Day 2

connecting them to cycling tours. Bach by Bike was winner of the Music Cities Award 2021 in the category Best Use of Music to Drive Tourism and was awarded with the highly renowned OPUS KLASSIK in the new category innovation award for sustainability in 2022.

www.bachbybike.com

16:05–16:50 PANEL
Increasing The Quality Of Life In Your City, With Music & Culture As Your Tool

Ina Plodroch (Moderator), Journalist, WDR (Cologne, Germany)

Marcus Harris, Creative Industries Manager, Croydon Council (UK)

Anders Kastrup Christensen, Head of Sponsor & Partnerships, Distortion Festival (Copenhagen, Denmark)

Pamela Owusu-Brenyah, Music & Program Curator for Pop-Kultur Festival Berlin, Member of Spotify's international EQUAL Board, to represent women in Music in Germany, Board Member Music Women* Germany (Berlin, Germany)

Here we'll explore the varying benefits for a city in focusing on music in its aim to improve the quality of life for its citizens, as well as to showcase itself as a forward-thinking, culturally interesting and open place to live.

16:50–17:00
CLOSING REMARKS

Alice Feltro, Events Manager, Music Cities Events (Turin, Italy)

Laura Graßler, Head of the project FLOW.NRW / urbanana, Tourismus NRW e. V (Düsseldorf, Germany)

17:00–20:00
EVENING RECEPTION @ 5P

Kiefernstraße 2, 40233, Düsseldorf

After a full day of presentations, panels and workshops, delegates will be able to enjoy an evening reception with free snacks and drinks at 5P Style x Restaurant, a special venue designed by local street artists. On the way to the restaurant, we'll stop at the legendary punk club AK47, where famous bands like Green Day played some of their first concerts. There we'll get to meet "Opa", a local punk and famous storyteller - Opa was the singer of many local punk bands and he is the stadium DJ at Düsseldorf's football club Fortuna Düsseldorf, playing subculture tunes to the masses. He will tell us about the importance of AK47 for the local scene and delve into the history of

MUSIC CITIES AWARDS

BY MUSIC CITIES EVENTS

Music Cities Awards 2023

The Music Cities Awards is a global competition designed to acknowledge and reward the most outstanding applications of music for economic, social, environmental and cultural development in cities and places all around the world.

The 2023 Music Cities Awards will be held alongside the Huntsville Music Cities Convention 2023, and the application period is now open!

TO FIND OUT MORE PLEASE VISIT
MUSICCITIESEVENTS.COM/AWARDS

Music Cities European Exchange

9th Jan–20th Feb, 2023

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Speakers

LAURA AHA,
JOURNALIST, PODCASTER, RADIO HOST (BERLIN, GERMANY)



Laura Aha is a Berlin-based music journalist, radio host and podcast producer. She works for media outlets such as *Deutschlandfunk Kultur, Groove, Der Spiegel, Electronic Beats* and *Missy Magazine* focussing on topics around pop culture, feminism and electronic music. In 2020 she organized and lead the international music journalism workshop programme GLOBAL GROOVE, hosted by *GROOVE* Magazine in cooperation with the Goethe-Institut. In 2021 she worked as editor-in-chief for the Spotify Originals podcast Our House: Clubs Und Ihre Geschichten, which was short-listed at the International Music Journalism Award 2022 for Best Journalistic Work Audio.

RALPH CHRISTOPH,
C/O POP CONVENTION DIRECTOR (COLOGNE, GERMANY)



Ralph H. Christoph is one of the founders of the c/o pop festival in Cologne. The former journalist and editor (including StadtRevue, SPEX – Das Magazin für Popkultur) was program director of the c/o pop festival from 2004 to 2007. Since then, he has been responsible for international relations and the strategic direction of the overall c/o pop brand. In 2014, he took over the management of the c/o pop Convention. From 2013-2016 he was also responsible for the program of the INTERACTIVE Festival. For various partners and institutions, he also initiated and supervised numerous projects in India, China, Brazil and Colombia, among others. In 1998 he founded the agency BÜRO WASSERDICHT, where he supervised the artists of the KOMPAKT labels, among others, and opened the Cologne club STUDIO 672. He also published and translated various books and book contributions, including "Neue Soundtracks für den Volksempfänger – Nazirock, Jugendkultur und rechter Mainstream" (Edition ID-Archiv, 1993) and Fab 5 Freddy "Fresh Fly Flavour" (Eichborn Verlag, 1995).

DR. HEIKE DÖLL-KÖNIG,
MANAGING DIRECTOR, TOURISMUS NRW E.V. (DÜSSELDORF, GERMANY)



Dr. Heike Döll-König is a passionate Germanist and literary scholar. Since 2010 she has been the Managing Director of Tourismus NRW e.V. and in this function has always been a pioneer in forward-looking destination marketing. Previously she was communications and press officer at the state government of North Rhine-Westphalia, most recently head of location marketing and communications at the NRW Ministry of Economic Affairs. She is also active in tourism committees at state and national level, including deputy president of the DTV and Member of the DRV Germany Committee.

Speakers

CAROLINE FAGERLIND, HEAD OF EXHIBITIONS, POPHOUSE ENTERTAINMENT / MUSEUM DIRECTOR AT ABBA THE MUSEUM (STOCKHOLM, SWEDEN)



Caroline has worked with the exhibition about ABBA since 2010. She has toured with the exhibition worldwide and now the exhibition is permanently based at Djurgården in Stockholm.

The museum was chosen by international tour operators participating in the TRIP Global Awards initiated by the Travel and Tourism Industry in Sweden as one of the top three destinations in Sweden which makes ABBA The Museum one of the highest ranked experiences in Sweden for international visitors.

Caroline will talk about the work behind the exhibition and how the museum has managed to create an interactive experience about ABBA, presenting one of the world's greatest pop music phenomenon.

ABBA tourism shows how important pop culture are for tourism in general and for destinations in specific. Destinations become interesting for new groups of visitors because of their connection to a popular culture phenomenon.

ABBA The Museum is a part of Pophouse Entertainment Group that acquires and develops entertainment brands within music, podcast and gaming, and the company began a serious venture into music catalogue investments earlier this year.

Unlike traditional entertainment IP investors, Pophouse adds value to their investments through artist-centric concept development by working closely with existing stakeholders. The company was founded in 2014 by EQT founder Conni Jonsson and pop music icon Björn Ulvaeus (ABBA). The company has expanded into numerous other endeavors in Sweden's capital city, including: Space, the largest gaming centre in the world; the aforementioned Avicii Experience, and Perfect Day Media, the leading podcast house in the Nordics.

ALICE FELTRO, EVENTS MANAGER, MUSIC CITIES EVENTS (PART OF SOUND DIPLOMACY), (TURIN, ITALY)



In her role as Events Manager, Alice has organised in-person events in 10 different countries and four different continents, managed the first two editions of the Music Cities Awards and curated 30+ online webinars for the Music Cities Community, the first-ever platform for professionals in all industries using music to create more value in towns, cities & places.

Alice is also the founder of Hidden Jams, a project aimed at promoting destinations and undiscovered natural and cultural "gems" by organising 100% solar-powered and sustainable concerts.

Alice holds a Master's Degree in Planning and Management of Tourism Systems from the University of Bergamo, Italy,

Speakers

where she graduated with distinction with a dissertation on music tourism. A music-lover herself, Alice travels all over Europe to attend festivals and concerts and strongly believes in the power of music to stimulate growth and empower people.

OLE FRIEDRICH, MANAGING DIRECTOR, DÜSSELDORF TOURISMUS GMBH, (DÜSSELDORF, GERMANY)



Born in Hamburg in 1966, Ole Friedrich has lived in Düsseldorf since 1989. He did an apprenticeship as an advertising merchant at HSM Media Agentur in Hamburg, followed by further training as a business economist (FH) in Düsseldorf.

From 1995 to 2006 he worked for various advertising agencies in Düsseldorf: H.F.& P, McCann Euro Advertising, TBWA Düsseldorf, Grey Worldwide Düsseldorf. In January 2006 he became Head of Marketing Communications at Düsseldorf Tourism, and head of the in-house advertising agency, title he maintained until the summer of 2017, when he was appointed Managing Director of Düsseldorf Tourismus GmbH.

MEIKE GLASS, JOURNALIST, CO-FOUNDER OF THE FEM_POP COLLECTIVE (COLOGNE, GERMANY)



Meike is part of fem_pop – a collective from düsseldorf, that has dedicated itself to organizing concerts with FLINTA*-acts. Since their beginnings in 2019 they have featured more than 50 acts from Germany, France, The Netherlands, Belgium and the US. fem_pop also see themselves as activists – for a music industry that is less male-dominated than it is now. Both on and off stage. In 2020 fem_pop was awarded with the "Youth Democracy Award" of the Bundeszentrale für politische Bildung. 2021 fem_pop was nominated as best new music-business at the VUT Indie Awards.

MARCUS HARRIS, CREATIVE INDUSTRIES MANAGER, CROYDON COUNCIL (CROYDON, UK)



Marcus has nurtured a career in both independent media and project delivery in the social and charitable sectors.

Alongside this he maintains an active presence in the creative industries through numerous roles in film, television, music, radio and online production.

He currently leads on two initiatives central

Speakers

to the regeneration of Croydon, South London: CROYDON MUSIC CITY – a major development initiative for the "Music Ecosystem" in the town, working with musicians, venues, and other key players, and the wider CREATIVE ENTERPRISE ZONE, a programme supporting the growth of Croydon's Creative sector.

In his spare time he can be found deejaying or hiding from his family in his studio producing music!

FLORIAN HAYLER,
FOUNDER & CURATOR, RAMONES MUSEUM (BERLIN, GERMANY)



Flo Hayler, founder and curator or the Ramones Museum Berlin, journalist, author and father of two daughters.

KAI HOFFMAN,
CO-FOUNDER/CREATIVE DIRECTOR, OPEN STUDIO (DÜSSELDORF, GERMANY)



Kai Hoffmann is one half of 'Open Studio' – a Düsseldorf-based venture with a strong focus on creative concepts and (visual) communication. Since 2009, the studio spans a colourful portfolio between commissioned work and free projects in the fields of graphic design, text, digital media and many more.

Between 2014 and 2021, he was a founding member and deputy chairperson of 'Popkultur in Düsseldorf e.V.', an independent association to make the diverse pop landscape of Düsseldorf visible through several pop-up concerts in different locations all around town as well as the curated online platform www.popindus.de (2016-2020).

Together with musician and longtime collaborator Rolf Maier-Bode, he recently formed 'Maier/Bode/Hoffmann' – currently producing their very first official musical release under that moniker for the upcoming 'inDUStrial' project.

Speakers

SETH JACKSON,
CEO & FOUNDER, LANDMRK LIMITED, DIRECTOR AND FOUNDER, EVERYTHING IS CIC (LONDON, UK)



Seth is the founder of award winning mixed-reality platform Landmrk which has powered location based experiences for some of the worlds biggest music artists and brands from Ariana Grande to Land Rover. He has been working in geo-location and augmented reality since 2007 and has a passion for fusing real-world and digital environments in large scale interactions. He is driven by a belief that a real-world Metaverse will be the evolution of AR/VR and virtual worlds and he is building companies to explore this phenomenon. He recently co-founded Everything Is Music, a platform to quickly and easily build immersive, mixed-reality city trails to enable the telling of the authentic cultural and musical stories of towns and cities across the world.

SORAYAH JOHNSON,
MUSICIAN, ARTIST (DÜSSELDORF, GERMANY)



Born in 2006, self-made Music Artist Sorayah spent most of her life in the USA, but has been based in Germany since 2018, where she continues her musical journey. She is a producer, singer/songwriter and musician. Her life has always evolved around music and art, both things which she lives for. She'll be gifting us with a small performance during one of the presentations and she hopes that those who listen are able to feel a connection to her music.

ANDERS KASTRUP CHRISTENSEN,
HEAD OF PARTNERS, DISTORTION (COPENHAGEN, DENMARK)



Anders Kastrup Christensen's work builds frameworks that bring people together and create communities.

Distortion is one of Northern Europe's biggest street parties and a well renowned festival for electronic music. Anders' role is to develop the commercial part of the event as well as navigate in local interests represented in the city council. My most important task is to show stakeholders that street parties that bring all kinds of people together is beneficial for the city.

Speakers

PETER KENTIE,
MANAGING DIRECTOR, EINDHOVEN365 (EINHOVEN, THE NETHERLANDS)



In his daytime job, Peter Kentie's the Managing Director at Eindhoven Marketing, the organization responsible for the marketing and branding of Eindhoven region, named Eindhoven365.

Eindhoven365 is the organization responsible for the city marketing of Eindhoven region. Primary focus is brand management of Eindhoven marketing strategy and activation programs based on our brand pillars: design, technology and knowledge, the core qualities of the Eindhoven Region. Target groups are (inter)national knowledge workers, tech starters, bright talents and city explorers and visitors. A key project is building and managing the city brand of Eindhoven and its brand positioning strategy. Using a unique single brand strategy and dynamic identity all stakeholders can interact and use the brand. They endorse and participate in high profile events like Dutch Design Week, STRP, Glow light festival. They focus on supporting an attractive and lively city of Eindhoven through brand events and mission driven projects that create value for citizens and communities.

ROLF MAIER-BODE,
COMPOSER/PRODUCER (DÜSSELDORF, GERMANY)



Creating (electronic) music since 1991. Started with melodic techno ("RMB") then music for marketing needs.

Nowadays enjoys composing music for film and creating unique sound worlds.

KEVIN MCMANUS,
HEAD OF UNESCO CITY OF MUSIC, LIVERPOOL (UK)



Kevin McManus is currently Head of UNESCO City of Music for Liverpool and works with the Liverpool City Region Music Board on developing and taking forward strategy to grow the music sector locally. Prior to this he was the Curator at the British Music Experience in Liverpool, the UK's only national museum of rock and pop music.

Kevin has been involved in music since he began writing for influential music paper New Musical Express (NME) when he was 18. As well as writing for NME his music journalism career also included writing for The Face, ID, and Mixmag.

He went on to work for the University of Liverpool where he wrote a number of books about Liverpool music history and the social and economic context in which it was made.

Speakers

In his subsequent public sector career Kevin developed the pioneering creative industries sector development agency for Liverpool, Merseyside ACME, which he led for almost 20 years. Kevin's achievements during this period included setting up the Baltic Creative CIC and establishing Sound City.

ANNA-LUISE OPPELT, CEO, BACH BY BIKE / CLASSICAL SINGER (BERLIN, GERMANY)



Anna-Luise Oppelt is a classical singer and co-founder, manager and tour-guide of Bach by Bike, musical guided cycling tours mostly along Johann Sebastian Bach's places of life. During her Bachelor's and Master's degree as mezzosoprano at Music University of Weimar, she founded Bach by Bike in 2012 together with the violinist Mareike Neumann, which she had met during their studies at Music University of Detmold. Being a freelance singer, Anna-Luise is performing both in opera and concert in Germany and abroad. With Bach by Bike, the two musicians operate cycling tours and perform in concerts with their Bach by Bike Ensemble, cooperating with festivals such as MDR-Musiksommer, Bachfesttage Köthen and Weserfestspiele.

Bach by Bike is the winner of the 2021 international Music Cities Award in the category Best Use of Music to Drive Tourism. In 2022 Bach by Bike has been awarded with the OPUS KLASSIK innovation award for sustainability.

PAMELA OWUSU-BRENYAH, FREELANCER, CULTURAL CURATOR, PROGRAMMER AT POP-KULTUR (BERLIN, GERMANY)



Pamela Owusu-Brenyah is committed to the visibility of contemporary African culture and people of African descent in Germany. The Berlin-based music consultant, festival organizer, and filmmaker is currently a program curator for Pop-Kultur Festival and has worked in the past as an A&R for Universal Music Central Europe & Africa (2017-19). In 2018, she founded her festival Afro x Pop, which aims to give a stage to talented musicians from the Afro-German scene and the continent. In the summer of 2021, she shot her first documentary film, "ADIKORO – Women in Music Ghana," which looks at the African pop industry and the role of women. The 30-minute film highlights the socioeconomic conditions that often block women from reaching the top. In addition, Pamela is a jury member of Musicboard Berlin's Artist and Residency Funding Program, as well as a board member of Music Women* Germany.

Speakers

INA PLODROCH, JOURNALIST AT WDR (COLOGNE, GERMANY)



Ina Plodroch talks about Popmusic and Popculture, she picks Music for a Radioshow and writes long and short Feature for public Radiostations Deutschlandfunk, Deutschlandfunk Kultur, WDR5, WDR3, COSMO.

MARA RIDDER, VICE PRESIDENT TALENT & MUSIC CENTRAL & NORTHERN EUROPE, PARAMOUNT MEDIA NETWORKS (BERLIN, GERMANY)



As Vice President Talent & Music Central & Northern Europe, Mara Ridder is responsible for the music strategy of Paramount Media Networks and for the cooperation with artists, presenters, labels and promoters in key markets such as Germany, Austria, Switzerland, the Benelux countries, Scandinavia, Poland, Hungary and the Czech Republic.

In 1996, Mara Ridder began her career at Viva in Cologne before moving to MTV in July 2000 as head of the music editorial department. She has worked for the company for more than 20 years. She initially headed the joint music editorial team after the merger of MTV with Viva and was responsible for the music strategy for both channels.

From 2011, she took over the music and artist strategy for both channels as "Director Talent & Music GSA" as well as the management of the "MTV Unplugged" productions.

To date, she has been responsible for over 18 MTV Unplugged productions – including Udo Lindenberg, Placebo, a-ha, Max Herre, Cro and many more – and has established Germany as the world's most successful market for the MTV Unplugged brand.

AHMET SISMAN, DJ/PRODUCER, PROMOTER, MASTERING ENGINEER, FOUNDER OF THE THIRD ROOM (ESSEN, GERMANY)



Born as a political refugee in Leipzig, Germany during the DDR era, Ahmet Sisman spent his childhood in Istanbul and is now based in Essen. Since 2004 he has taken on different roles in the electronic and dance music industry - from being an artist to a musical curator, cultural manager, label and company owner, on top of which he runs a professional studio and works as an audio engineer.

Ahmet Sisman is a pioneer and key figure of the local scene and has acquired a remarkable international experience within the music industry. According to the “Think global, act local” principle, he established “The Third Room” brand in 2017, with the aim to create a space of cultural exchange, building communities and sharing the love

Speakers

and passion for music. "The Third Room" consists of three major disciplines: an event series, a label and a professional mastering studio, with all of these completing each other while building a strong foundation for creativity and innovation.

JANA KERIMA STOLZER, ARTIST (DORTMUND, GERMANY)



Jana Kerima Stolzer is a media artist, exhibition maker and DJ currently living in Dortmund. As a duo with Lex Rütten they create musical-multimedia installations and sound art which address the technological environment as a shaping and changing component of the world that affects not only human beings, but also flora and fauna. In the past the duo realized scenic installations and performances at the interface between exhibition space and theatre space. The duo is also active as DJs under the pseudonym A2iCE & Bo3.

DANIELA STORK, EXECUTIVE DIRECTOR BOOKING, TICKETING & SPECIAL EVENTS, D.LIVE GMBH & CO.KG (DÜSSELDORF, GERMANY)



Daniela has been working in the live entertainment business since 2000. Graduated as a Master of Applied Cultural Sciences she started her career as a local promoter of concerts and events at Konzertbüro Schoneberg and later changed into the venue-side of the business to work with SMG Entertainment in Oberhausen. Since 2017 she (together with her team) is responsible for the acquisition of all concerts and shows taking place in the five D. LIVE-managed venues in Düsseldorf – with the MTV EMAs being one of the most prestigious event to take place in the capital of NRW.

THOMAS VENKER, EDITOR-IN-CHIEF / FOUNDER KAPUT – MAGAZIN FÜR INSOLVENZ & POP (COLOGNE, GERMANY)



Thomas Venker is the co-founder and co-editor in chief of Kaput – Magazin für Insolvenz & Pop (Insolvency & Pop) and co-curator of the Köln ist Kaput concert series of the magazine; before starting Kaput in 2014 he was for 14 years Editor in Chief of Intro Magazine – Intro was in 2008 awarded with the Grimme Online Award for its (back then) futuristic webpage.

Kaput was in 2015 awarded with the Rocco Clein award as best music magazine, followed in 2016 with the award as „best experiment" by Verband Unabhängiger Tonträgerhersteller VUT and three Anchors for outstanding music editorials works by the Reeperbahnfestival Hamburg in 2018, 2019 and 2020.

Currently Thomas is also part of the

Speakers

editorial team of Chart – Notes to consider magazine and writes frequently for a portfolio of magazines and daily newspapers – and moderates panels and symposia for cultural institutions.

Besides his journalistic work Thomas Venker teaches music journalism and artist marketing (coming from an sociologic perspective – he studied Politicial Sciences and Sociology in Stuttgart) at the Folkwang University of the Arts in Bochum / Essen, the Heinrich Heine University in Düsseldorf and the University of Paderborn.

Thomas Venker is managing the electronic music producer and dj Lena Willikens and the audiovisual art performance project Phantom Kino Ballett. He lives and works in Cologne.

MICHAEL WENZEL, JOURNALIST & TOUR GUIDE, THE SOUND OF DÜSSELDORF (DÜSSELDORF, GERMANY)



Dr. Michael Wenzel is a journalist born 1970 in Düsseldorf. Together with Sven Andre Dreyer, they created the guided tour "The Sound of Düsseldorf", where they take participants around the city to follow the tracks of Düsseldorf's most famous bands, share interesting inside facts about various musicians and show legendary pubs and clubs.

MARKO GEORG ZAIC, INDUSTRIAL PROJECT TEAM MEMBER (DÜSSELDORF, GERMANY)



Marko Georg Zaic has been working for the city of Düsseldorf for about ten years and led the music promotion team in the cultural office for over five years till recently. Here he launched new funding and networking formats such as "First Beats" and a network meeting for the music scene. His work allowed him to gain insights into a wide variety of genres as well as funding structures and their processes.

He currently works as a specialist consultant for the state capital Düsseldorf.

MUSIC TOURISM CONVENTION

BY SOUND DIPLOMACY



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Music Cities Events is dedicated to developing and enhancing socially responsible practices and to reducing the environmental impact of our global events.

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Things To Do In Dusseldorf

1. MTV MUSIC WEEK (VARIOUS LOCATIONS)

The MTV EMAs are coming to Düsseldorf on 13 November 2022 and of course this has to be celebrated properly! The MTV Music Week from 4 to 12 November 2022 is taking place with lots of events to join! Whether it's a music dinner, DJ acts in the hotel, bar sessions or big concerts – you'll always find the perfect party at the Music Week.

Click here for more info

When: 4-12 November 2022

2. WONDERWALLS AT NRW-FORUM DÜSSELDORF

Pop meets street art. For the first time, international artists and designers from the street art scene will come together at the NRW-Forum Düsseldorf. More than 2000 works of photography and graphic design, as well as graffiti, sculptures and designer toys, will be presented in spectacular displays to create a colourful Gesamtkunstwerk of pop culture.

Click here for more info

Location: Ehrenhof 2, 40479 Düsseldorf

When: Until 5 February 2023

3. WORLDBUILDING GAMING AND ART IN THE DIGITAL AGE AT JULIA STOSCHEK COLLECTION

WORLDBUILDING examines the relationship between gaming and time-based media art with a journey through various ways in which artists have interacted with video games and made them into an art form.

Click here for more info

Location: Schanzenstraße 54, 40549 Düsseldorf

When: Until 10 December 2023

4. APPROXIMATION FESTIVAL (VARIOUS LOCATIONS)

The idea for the Approximation Festival arose from the motivation to unite musicians and composers in a project that dares to cross boundaries on the piano. The festival wants to try to approach this so versatile instrument in a new, innovative way and on the basis of the most diverse contexts or styles.

The Approximation Festival sees itself both as an experimental platform that brings together musicians from different generations, nations and scenes, and as a forum for contemporary engagement with piano and keyboards, but also with other instruments, voices and performance practices.

Click here for more info

When: 08-11 November 2022

Partners

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