

# SOUND CITY

    **CONFERENCE**      
**28<sup>TH</sup> APRIL 2023**

## FACT

**10:00 - 10:45 SCREAM, SHOUT, LET IT ALL OUT: HOW YOUR VOICE CAN MAKE A DIFFERENCE**

**11:00 - 11:45 NORTHERN POWERHOUSES: BUILDING A SUCCESSFUL BUSINESS FROM THE GROUND UP**

**12:00 - 12:45 TRUST ISSUES: (MIS)INFORMATION PEOPLE BUILD THEIR CAREERS ON**

**13:00 - 13:45 VIRGIN MUSIC'S UK PRESIDENT, VANESSA BOSÅEN IN CONVERSATION WITH VV BROWN**

**14:00 - 14:45 I'M ONLY HUMAN: UNDERSTANDING AND DEALING WITH ARTIST BURNOUT**

**15:00 - 15:45 KEEPING IT REAL: FOLLOWERS DON'T MEAN FANS**

**16:00 - 16:45 IN CONVERSATION WITH BOB VYLAN**

## LEAF

**10:00 - 10:45 REVOLUTION OR EVOLUTION - HOW AI IS CHANGING THE WAY WE CREATE AND LISTEN TO MUSIC**

**11:00 - 11:45 HELP! I NEED SOMEBODY: EXPLORING MENTAL HEALTH AND ACCESSIBILITY IN THE MUSIC INDUSTRY**

**12:00 - 12:45 THROUGH THE EYE OF A LENS WITH DENIS O'REGAN**

**13:00 - 13:45 GET YOUR GROOVE ON (AND YOUR CARBON FOOTPRINT OFF): ROCKING TOWARDS A SUSTAINABLE FUTURE FOR MUSIC FESTIVALS - SPONSORED BY CAPLL**

**14:00 - 14:45 IN CONVERSATION WITH JAMIE WEBSTER**

**15:00 - 15:45 IMAGINED FUTURES: THE LEGACY OF FACTORY AND ZOO RECORDS**

**16:00 - 16:45 MUSIC VIDEO MASTERCLASS WITH VEVO**

**16:45 - 17:45 IN CONVERSATION WITH LADY LESHURR**

## PHASE ONE

**10:00 - 10:45 TARGETED ACTION WORKS - KEYCHANGE PLEDGE ACTION PLAN**

**11:00 - 11:45 INTERNATIONAL A&R: EXPORTING MUSIC GLOBALLY**

**12:00 - 12:45 AWAL PRESENTS: THE SOCIAL SYMPHONY - BUILDING A GLOBAL FANBASE THROUGH SOCIAL MEDIA HARMONY**

**13:00 - 13:45 ROCKING ALL OVER THE WORLD: BREAKING BOUNDARIES IN THE INTERNATIONAL FESTIVAL SCENE**

**14:00 - 14:45 HALF THE WORLD AWAY - EXPLORING THE UK LIVE SECTOR'S NEW RELATIONSHIP WITH EUROPE**

**15:00 - 15:45 NETWORKING DRINKS RECEPTION**

**16:00 - 16:45 OBSESSION WITH PROGRESSION: STRIKING NOTES FOR GENDER BALANCE AND INCLUSIVITY IN INTERNATIONAL TERRITORIES**

**16:45 - 17:45 INTERVIEW WITH DJ PAULETTE FOLLOWED BY KEYCHANGE AWARD**

**17:45 - 19:00 KEYCHANGE DRINKS RECEPTION**

### DROP IN SESSIONS:

**10:00 - 16:00 GRF DROP IN SESSION: HERE COMES THE SUMS: A BUSINESS MANAGEMENT GUIDE TO THE MUSIC INDUSTRY**

**13:00 - 14:00 MUSICIANS UNION DROP IN SESSION**

## JACARANDA

**12:00 - 12:45 1-2-1 NETWORKING**

**13:00 - 14:00 VEVO DRINKS RECEPTION**

**14:00 - 14:45 INTERNATIONAL 1-2-1 NETWORKING**

**15:00 - 16:00 1-2-1 NETWORKING SPONSORED BY BPI**

**16:15 - 17:30 RUN ON RECORDS DRINKS RECEPTION**