

CITY SHOWCASE
FINDING THE FUTURE

presents

13th – 15th
November 2014

Finding The Future

The Apple Store
Regent Street
London

RAPIER
CONCEPTS



WELCOME TO CITY SHOWCASE: FINDING THE FUTURE 2014

City Showcase: Finding The Future - an event where aspiring entrepreneurs and jobseekers can meet, speak to, learn from and share ideas with, leading music industry experts and peers.

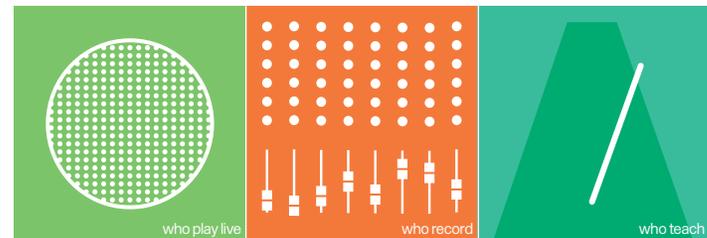
City Showcase is a not-for-profit company with a year-round programme of activity nurturing and showcasing new talent (www.cityshowcase.co.uk and www.cityshowcasemarkets.com).

Through its music, it is responsible for helping break some of the best names into the industry since 2003. The City Showcase festival has hosted hundreds of new musicians performing in Central London, covering a range of musical genres. Artists that have previously taken part include Amy Winehouse, Keane, Laura Marling, Gabriella Cilmi, N-Dubz, Newton Faulkner, Ray LaMontagne, Razorlight, Hot Chip, Scouting For Girls, Gabrielle Aplin, Hudson Taylor and Seth Lakeman.

The aim of City Showcase: Finding The Future is to create an environment that not only promotes and encourages entrepreneurship, but one that also creates opportunities for career development, networking and ultimately employment.

City Showcase: Finding The Future is grateful for the support of PRS for Music, Robertson Taylor W&P Longreach, The Musicians' Union and AIM Startups. And a big thank you too to Leon Haynes at Rapier Concepts for his hard work.

For all musicians



Musicians'
Union
mu

theMU.org
@WeAreTheMU

Join *PRS for Music* at City Showcase: Finding the Future



2014 is *PRS for Music*'s centenary year and throughout the last 100 years we've been a great supporter of new talent and music. We are delighted to be supporting City Showcase and continuing our long tradition of encouraging aspiring songwriters and entrepreneurs bringing great music to fans.

We're delighted to join a host of thought leaders from across the industry to provide you with the best insight on the evolving music market.

Please remember spaces are strictly limited so ensure you come along early to grab your seat.

**Business Models Online:
Opportunities Explained and Discussed**

Thursday 13 November, 7pm – 8pm

Mark Mulligan, co-founder of MIDiA Research and Oliver Tuercke, senior online licensing manager, Pan-European Licensing, *PRS for Music*, will discuss everything you need to know about online business models.

**Sell Me Your Song!
How to Pitch Your Hit Song**

Saturday 15 November, 7pm – 8pm

Live critiques with insight and advice on the business of songs, synchronisation and licensing. *PRS* chairman Guy Fletcher will moderate with further insight from Jim Reid, senior vice-president of Synchronisation at Warner Chappell and Charles Kirby-Welch, managing director of Kartel Creative.

prsformusic.com/100years

Thursday 13 November 2014

2.00pm – 3.30pm
A Lifetime In A&R

Q&A discussing career prospects, career progression and day-to-day duties within the role of A&R.

Nanette Rigg City Showcase
Daniel Lloyd-Jones Vice President of A&R/New Music at Sony ATV
Jo Charrington Senior Vice President of A&R at Capitol Records UK
John Saunderson Head of A&R at Notting Hill Music
Ollie Hodge Senior A&R Manager at Columbia Records

4.00pm - 5.30pm
Take Control Of Your Career: Your Business In 2014.
Does It Make Sense? - presented by AIM Startups

Q&A for those interested in setting up a business with useful insight and expertise to help your new venture survive in the current music market.

Tim Ingham Editor of Music Week
Julie Weir MD at Visible Noise
Martin Goldschmidt MD and Founder of the Cooking Vinyl Group
Simon Williams Founder/Head of A&R of Fierce Panda Records

7.00pm – 8.00pm
Business Models Online: Opportunities Explained and Discussed -
presented by PRS for Music

Candid insights addressing everything you need to know about business models online.

Oliver Tuercke PRS for Music
Mark Mulligan Co-founder of MIDiA Research

8.00pm – 8.30pm
Virgin Records introducing Tallia Storm

15 year old Tallia Storm has signed an international record deal with Virgin. In 2012 at the age of 12 she was 'spotted' by Elton John having handed her demo to David Furnish in a restaurant. Over the last 2 years she has grown her fan base in the UK and the USA, the latter being one of the most challenging markets. Her phenomenal US press puts her regularly across teen fashion bibles who have already dubbed her a 'teen style icon'. Q&A alongside Tessa Hartmann (Management, Hartmann Media)



Friday 14 November 2014

2.00pm – 3.30pm

Love Music? Sell Music! Careers In Music Marketing, PR & Promotions

Q&A discussing careers in marketing, PR and promotions.

- Matt Dixon** Director and co-founder of Band2Market
Kevin McCabe Director of Promotions & Artist Strategy at Caroline/Universal Music
Julie Arnott Marketing & Communications Director of The O2
Richard Dawes Managing Director of DawBell PR
Robert Wood Marketing Director - International at Parlophone

4.00pm – 5.30pm

BFF? Brand Partnerships: How Does It Really Work?

Expert perspectives on endorsements, sponsorship, brand collaborations and product placement.

- Chris Cooke** Co-Publisher, Business Editor & Insights Director of CMU and MD of Unlimited Media
Aislinn Fairbanks CEO and Director of Fairbanks Endorsements LTD
Daniel Mathieson Head of Experiential Marketing & Partnerships - Barclaycard
Dom Hodge Managing Partner of the London office of Frukt
Marc Robinson Managing Director of Globe, Universal Music UK
Theo Gupta Founding Director/Music Marketing Partnerships Manager at MixRadio.

7.00pm – 8.00pm

From Calvin Harris To James Blunt: How To Write A Hit Song?

- Sean Devine** Vice President, Membership, UK/Europe of The American Society of Composers, Authors and Publishers (ASCAP)
Alex Boateng A&R / Marketing Manager, Island Records
Paul Aiden Multiple genre topliner / songwriter
Eliot Kennedy Grammy/Golden Globe/Ivor Novello award-winning Songwriter and Producer

8.00pm – 8.30pm

Polydor Records introducing Kimberly Anne

South London artist Kimberly Anne is a unique breed. A cursory glance at her ever expanding Twitter profile shows a young lady not hugely interested in creating any sense of false mystique, preferring to breakdown any idea of a boundary between artist and fan. It's made her a whole heap of new friends in the process. Q&A alongside Suzie Murray (Management, Redlight Management).



Saturday 15 November 2014

3.00pm – 4.30pm

Backstage Pass: A Career In Live Music

Q&A discussing careers and event-day duties in the events side of the music industry.

Paul Hutton Director of Metropolis Music
Gemma Gilford General Manager at The Borderline
Rebecca Kane General Manager at The O2
Claire Horseman MD of Coda Agency

5.00pm – 6.30pm

Live Music: The Lifeline Of The Music Industry?

Liz Stokes Editor of Record of the Day
Stuart Galbraith Founder and CEO of Kilimanjaro Live
Colin Barlow President of RCA Records
Ivor Wilkins Director of Mama Group

7.00pm – 8.00pm

Sell Me Your Song! How To Pitch Your Hit Song

Live critiques with insight and advice on the business of songs, synchronisation and licensing.

Guy Fletcher Chairman of PRS for Music
Jim Reid Senior Vice President
Charles Kirby-Welch Synchronisation Warner Chappell Europe
CEO of Kartel Music Group

8.00pm – 8.30pm

Island Records introducing Nick Brewer

With his successful performances at the Isle of Wight festival, Camden Crawl, Wireless and V Fest, a growing army of supporters are turning on to this assured, mature hip-hop/soul man whose been supported by The Guardian, MTV, Soul Culture, Clash, SBTV, MOBO and a host of other online tastemakers. Q&A alongside Alex Boateng (A&R, Island)



Many thanks to our supporters

Aim Startups

'AIM for success', AIM Startups is designed to help creative start-ups off to a good start. It offers access to funding, mentoring, training, networking events and on-going support. Creative businesses have faced significant difficulties in accessing finance since the beginning of time, relying on grant funding that comes with very strict eligibility criteria and high competition. Now there's AIM Startups: affordable, unsecured start-up loan designed to fund initial costs to get a business up and running, and business specific training and mentoring designed to maximise chances of success.

www.aimstartups.com



PRS for Music

PRS for Music represents the rights of 100,000 songwriters, composers and music publishers in the UK. It ensures creators are paid whenever their music is played, performed or reproduced. PRS for Music provides business and community groups with easy access to over 10m songs through its music licences. Collecting £665.7m in 2013, PRS for Music is one of the world's most efficient combined rights organisations. With over 100 representation agreements in place globally, PRS for Music's network represents over two million music creators.

www.prsformusic.com
www.m-magazine.co.uk



Robertson Taylor W&P Longreach

With over 37 years' experience and offices worldwide, Robertson Taylor W&P Longreach (RT) are the leading International Entertainment Insurance Broker serving the Music, Live Event, Film TV, Theatre, Sport and Entertainment industries. RT has provided insurance and risk management advice to more top grossing artists, tours and events than any other insurance broker. It has insured 9 out of the top 10 grossing tours of all time. Their list of up and coming artists is as impressive as their established and internationally renowned client base.

www.rtworldwide.com



The Musician's Union

The Musicians' Union is a globally respected organisation which represents over 30,000 musicians working in all sectors of the music business. As well as negotiating for musicians with all the major employers in the industry, the MU offers a range of services tailored for the self-employed by providing assistance for professional and student musicians of all ages. The Musicians' Union has specialist full-time officials available to immediately tackle the issues raised by musicians working in the live arena, the recording studio, or when writing and composing.

www.musiciansunion.org.uk



Guy Fletcher (PRS for Music)

British music thrives on the world stage and the next generation of songwriters and entrepreneurs will drive the industry to further success in the decades ahead. This City Showcase event draws together some of the best business brains in the industry. PRS For Music is looking forward to joining Mark Mulligan and steering new talent through the dynamic and changing online music market.

Alison Wenham (AIM)

The music industry has evolved beyond all recognition in the 15 years since I started AIM, and understanding of the industry hasn't quite kept up with the rapid changes. New businesses are vital for the industry, and seeing business models reinvented breathes new life into the whole scene. Events like this are so important in correcting assumptions, providing fuel for thought, and giving people a chance to get a glimpse of the wonderful reality of the music business.

Martin Goldschmidt (Cooking Vinyl)

The music industry is a mysterious beast that many people misunderstand. Events like these give people on the outside or ground floor a window to the experiences and insights of the professionals who have been living and breathing it for most of their professional lives.

Rebecca Kane (The O2)

The live music industry in the UK has been a real success story over the last decade. Fans of all genres love the live experience. To continue to grow our industry and for the UK to retain pole position as the best place for live music, we need fresh talent helping us shape its future. This is why conferences such as City Showcase and events that help young people better understand and engage with the business are so important.

Robert Wood (Parlophone)

Lots of people want to work in music but it can be hard to get a foot in the door. Hopefully this event will help to show people the different routes they can take to get into the industry and also the multitude of different kinds of jobs that are available within it.

Robertson Taylor W&P Longreach

We are extremely pleased to support City Showcase in yet another successful year - their Finding the Future conference is another example of their year-round support of new artists which sets them aside from any other organisation & is absolutely what this industry needs.

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