



MUSIC

CITIES

CONVENTION

BY SOUND DIPLOMACY

NOVEMBER 11-12 2020

THE FUTURE OF THE
GLOBAL MUSIC CITY

SEOUL, SOUTH KOREA

WHAT IS MUSIC CITIES CONVENTION?

Music Cities Events, Sound Diplomacy, and Seoul Metropolitan Government are proud to present the ninth edition of Music Cities Convention.

We'll have two full days of live panel discussions and presentations on topics ranging from city music policies across Asia, the global impact of K-Pop, the impact of globalisation on music ecosystems and the impact of Covid-19 on music cities.



MUSIC CITIES EVENTS

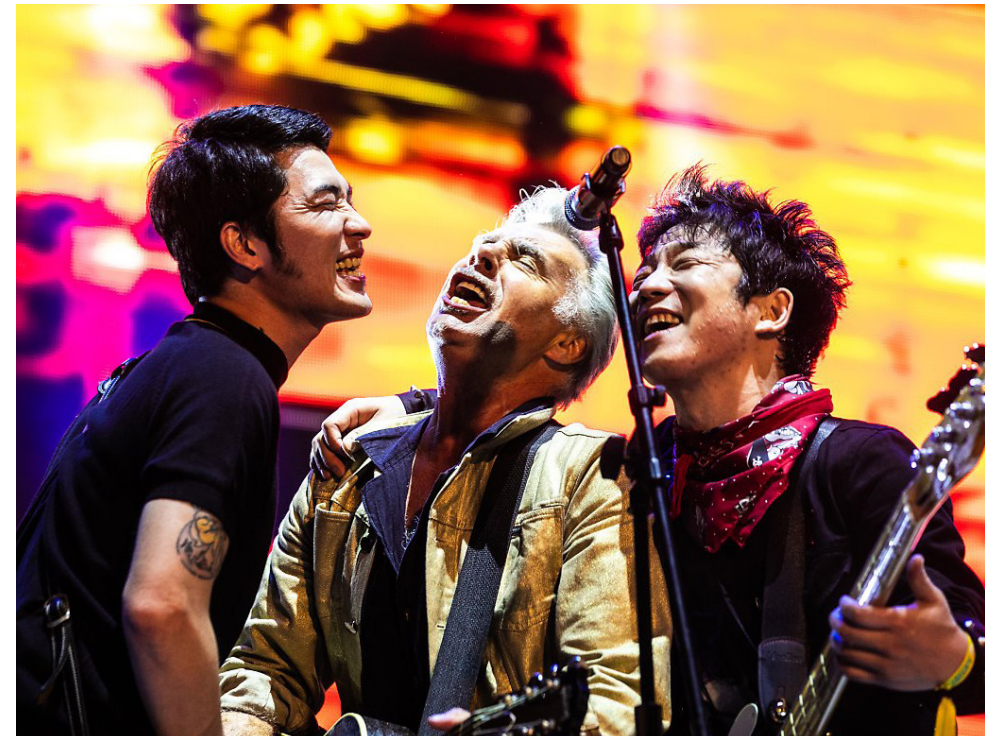
Music enhances economic development, creates jobs and drives tourism. Music policy and strategy help build global, vibrant cities.

Music Cities Events organises world-leading international conferences on the topic of music cities, produces the leading international awards ceremony on music cities, and runs the Music Cities Community, the first-ever platform for professionals in all industries using music to create more value in towns, cities and places.

Music Cities Events is comprised of Music Cities Convention, Music Tourism Convention, Sound Development, Nocturnal Cities, Music Cities & Music Tourism Forums, Music Cities Awards, and Music Cities Community.

Our next confirmed event is:

Cleveland, Mississippi
Music Tourism Convention
Sept 29-Oct 2 2021



SCHEDULE

SESSION 1 WELCOME TO SEOUL, SOUTH KOREA

Session Moderator:

Shain Shapiro, Founder & Group CEO, Sound Diplomacy (UK)

We'll start the 9th edition of Music Cities Convention by bringing the cities of London (home to Music Cities Events & Sound Diplomacy) and Seoul (the host city) together for an official welcome, before we learn all about Seoul's plans to become a global music city and the country's greatest music export: K-Pop.

4:00–4:10PM KST OFFICIAL WELCOME

Shain Shapiro, Founder & Group CEO, Sound Diplomacy (UK)

Prof Dong-yeun Lee, Author, Professor at Korea National University of Arts, General Director of Platform Changdong61 by Seoul City Government, and Co-Organiser of DMZ Peace Train Music Festival and Seoul Music Cities Convention (South Korea)

4:10–4:30PM KST KEYNOTE PRESENTATION

The Vision for Seoul as a Global Music City

Presented by:

Prof Dong-yeun Lee, Author, Professor at Korea National University of Arts, General Director of Platform Changdong61 by Seoul City Government, and Co-Organiser of DMZ Peace Train Music Festival and Seoul Music Cities Convention (South Korea)

To follow on from our official welcome, Prof Dong-yeun Lee will be sharing Seoul's music city vision. From creating new music institutes to introducing new music festivals and developing new music hubs, our host city has a detailed strategy to develop as a global music city and we're delighted to hear all about it.

WEDNESDAY 11 NOVEMBER 2020

4:30–4:50PM KST

LIVE CHAT

From London to Seoul and Back

Shain Shapiro (Moderator), Founder & Group CEO, Sound Diplomacy (UK)

Prof Dong-yeun Lee, Author, Professor at Korea National University of Arts, General Director of Platform Changdong61 by Seoul City Government, and Co-Organiser of DMZ Peace Train Music Festival and Seoul Music Cities Convention (South Korea)

Amy Lamé, Night Czar, Mayor of London (UK)

Kim, Kyung-Tak, Director in Cultural Policy Division, Seoul Metropolitan Government (South Korea)

To follow on from Prof. Dong-yeun Lee's keynote presentation, let's connect the cities of London and Seoul to discuss their respective visions and plans. We're delighted to have Amy Lamé, Night Czar of London, and Kim, Kyung-Tak, Director in Cultural Policy Division at Seoul Metropolitan Government, representing these two cities alongside Shain Shapiro and Prof. Dong-yeun Lee for a virtual trip from Seoul to London and back.

4:50–5:30PM KST

PANEL 1

K-Pop: Local and Global Impact of a Worldwide Phenomenon

Kim-Marie Spence (Moderator), Postdoctoral Associate, Solent University/UWI, Southampton (UK)

Kim Hyungseok, Composer & K-Pop Expert (South Korea)

Lee Gyu Tak, Professor of Media Arts and Cultural Contents, Korea National Open University (South Korea)

Lee Ji-Young, K-Pop Specialist & Professor at Sejong University (South Korea)

It's hard to think of South Korea without thinking of K-Pop, and vice versa.

The world-famous genre has not only placed the country under the global music industry spotlight, but has been developing a cultural shift across the world, leading to the development of new hubs, tourism offers, and ways of life.

For this panel we're joined by four K-Pop experts who will analyse how K-Pop has impacted globalisation, the branding of Korean music, and its impact on the Korean music ecosystem.

5:30–5:45PM KST

Break

SCHEDULE

SESSION 2 THE NEW MUSIC CITIES: BEST PRACTICES FROM AROUND THE WORLD

Session Moderator:

Lee Jong-Im, Professor of Graduate School of Journalism & Communications, Kyunghee University (South Korea)

There's no better way to start building your music city than by finding out what other places have been doing. From Mexico to Iceland to South Korea, this virtual journey will take us around the world to discover some of the best uses of music in cities.

5:50-6:10PM KST PRESENTATION 1 My Music City #1 Tongyeong, South Korea

Presented by:

Florian Riem, CEO, Tongyeong International Music Foundation (Germany/South Korea)

Our journey around the world starts in Tongyeong, South Korea. A vibrant port city in the southern edge of the Korean peninsula, Tongyeong is also a UNESCO City of Music and home of one of the most influential and well respected contemporary music festivals in Asia. We're delighted to have Florian Riem, CEO of Tongyeong International Music Foundation, here with us to explore the city's work with music.

6:10-6:30PM KST PRESENTATION 2 My Music City #2 Reykjavík, Iceland

Presented by:

Maria Rut Reynisdóttir, Project Manager, Reykjavík Music City (Iceland)

Reykjavík Music City is a three year development project with the aim of growing Reykjavík further as a music city, by creating favourable conditions for thriving musical activities throughout the city. We're thrilled to have Project Manager María Rut Reynisdóttir here to discuss some of their key initiatives pre-Covid-19, at this moment and their plans for the future.

6:30-6:50PM KST PRESENTATION 3 My Music City #3 Auckland, New Zealand

Presented by: **Pam Ford**, General Manager Economic Development, Auckland Tourism, Events & Economic Development (ATEED) (New Zealand)

Our city hopping adventure ends in Auckland, New Zealand. When it comes to music, Auckland has a clear vision and strategy to support its music ecosystem, with programs dedicated to city branding, cultural development, tourism and more. We are delighted to be joined by Pam Ford, General Manager of Economic Development at Auckland Tourism, to explore the role of music in Auckland's economy and social fabric, as well as the importance of having a strategy to make the music industry thrive.

WEDNESDAY 11 NOVEMBER 2020

6:50-7:30PM KST PANEL 2 The Importance and Role of Music in Urban Policy Insights From Asia

Hwang Yukeong (Moderator), Former Director in Planning and Management Division in Bupyeong-gu Cultural Foundation (South Korea)

Andrea Khoo, Assistant Director, Sector Development (Music) National Arts Council (Singapore)

Reza Salleh, Sector Manager for Independent Music, CENDANA (Malaysia)

Dr. Narong Prangcharoen, Dean, College of Music, Mahidol University (Thailand)

What does it take to create a music city? How are important policies identified and introduced? We are delighted to be joined by policy makers and experts from South Korea, Singapore, Malaysia and Thailand to present best practices, discuss the relationship between music policy and cities and to outline the key policies each aspiring music city should be implementing, especially now in response to Covid-19.

7:30-7:40PM KST DAY 1 CLOSING REMARKS

Shain Shapiro (Moderator), Founder & Group CEO, Sound Diplomacy (UK)

Prof Dong-yeun Lee, Professor at Korea National University of Arts, General Director of Platform Changdong61 by Seoul City Government, and Co-Organiser of DMZ Peace Train Music Festival and Seoul Music Cities Convention (South Korea)

Shain Shapiro and Prof Dong-yeun Lee will wrap up Day 1 and introduce the first night of our very special two-evening showcase. Live streaming from the incredible Platform Changdong 61 exclusively for Music Cities Convention delegates, these bands are not to miss.

8:00-10:00PM KST LIVE MUSIC SHOWCASE DAY 1 20:00-20:30 H a Lot 20:45-21:15 Jambinai 21:30-22:00 Blues Power

SCHEDULE

4:00–4:10PM KST

DAY 2 OPENING REMARKS

Martin Elbourne, Co-Founder of Music Cities Convention, Co-Founder of The Great Escape and Main Booker, Glastonbury Festival (UK)

Prof Dong-yeun Lee, Author, Professor at Korea National University of Arts, General Director of Platform Changdong61 by Seoul City Government, and Co-Organiser of DMZ Peace Train Music Festival and Seoul Music Cities Convention (South Korea)

SESSION 3 MUSIC CITIES AND THE NEW ENTERTAINMENT

Session Moderator:

Jeon Gyu-Chan, Professor, School of Film, TV & Multimedia at Korea National University of Arts (South Korea)

What will music cities look like in 10, 20 or 30 years time? How will streaming, globalisation and new media affect our cities, and how can places exploit this untapped potential? The following panel and presentations will be exploring these future scenarios.

4:15–4:55PM KST

PANEL 3

Hyper Connected Worlds How Globalization & Technology Are Changing Music Ecosystems and How Cities Can Plan For It

Kim Soo-ah (Moderator), Associate Professor, Department of Media Information at Seoul National University (South Korea)

Hyunui Jo, Associate Professor of Culture Technology, Hanyang University (South Korea)

Kook Hyun Kim, CEO, KOON – Immersive Sound Technology, (South Korea)

Ruth Cayford, Creative Industries and Culture Manager, Cardiff Council (Wales, UK)

Lena Ingwersen, Project Manager, Music Cities Network (Germany)

As the world gets smaller and the lines that divide cultures and traditions get blurred, how can places protect their heritage and foster cultural diversity? How can cities retain their artistic workforce when hyperconnected worlds and increased competition between places, countries and continents make it easier for them to leave?

This panel will provide answers to these questions by addressing topics such as gentrification, music technology, globalisation and the need to provide artists with spaces, support and opportunities.

THURSDAY 12 NOVEMBER 2020

4:55–5:15PM KST

PRESENTATION 4

Future Music Cities How the City of Barranquilla is Implementing Changes to be a Sustainable Music City of the Future

Presented by:

María Teresa Fernández, Secretary of Heritage and Culture, Alcaldia de Barranquilla (Colombia)

We're delighted to have the Secretary of Heritage and Culture join us to present on the city's plans to further develop as a music city. The Secretary will be outlining what their strategy is, how they aim to achieve their goals and where they see themselves in the next 20+ years.

SESSION 4 WHEN MUSIC MEETS...

Session Moderator:

Shin HyunJoon, Music Critic (South Korea)

Music is not an island. It is a planet in a very complex galaxy made of different industries and stakeholders. As such, music is intertwined with all aspects of society and should be approached from all angles. Let's see what happens when music meets this session's key themes of sustainability, urban regeneration and peace.

5:20–5:40PM KST

PRESENTATION 5

When Music Meets Sustainability

Presented by:

Lara Seaver,
Director of Projects, REVERB (USA)

The environmental impact of artists touring the world is something we can no longer ignore. REVERB is a US-based nonprofit dedicated to empowering millions of individuals to take action toward a better future for people and the planet. REVERB's Director of Project Lara Seaver will tell us more about their work with musicians, festivals, venues and fans and present some best practices to create a more sustainable and equitable music industry.

5:40–6:00PM KST

PRESENTATION 6

When Music Meets Urban Regeneration

Presented by:

Jeon Sang-Kyu, Director, Do Dream Music Center (South Korea)

Located in Dongducheon, The Do Dream Music Center is a cutting-edge venue featuring a performance hall, an exhibition hall, a recording studio and a rehearsal room. Let's find out how music can meet urban regeneration and contribute to revitalizing a local economy with Do Dream Music Center's Director, Jeon Sang-Kyu.

SCHEDULE

6:00–6:20PM KST

PRESENTATION 7

When Music Meets Peace

Presented by:

Ricky Kej, Grammy Award Winning Music Composer (India)

We are honoured to have Ricky Kej here with us to discuss the power of music to change the world for the better. Grammy Award Winner and Mahatma Gandhi Institute of Education for Peace and Sustainable Development's Global Ambassador for Kindness, Ricky will elaborate on music's contribution to wellbeing, sustainability, social emancipation, education and peace.

6:20–6:25PM KST

Break

SESSION 5

COVID-19: THE RESPONSE OF THE GLOBAL MUSIC CITY

Session Moderator:

Sawon You, Plan Promotion Committee Member, Global Music City Seoul (South Korea)

Our last session will explore and shape the future of the music city in response to Covid-19. We'll look at how Covid-19 has changed the music industry, as well our music ecosystems, and how we can use this as an opportunity to create better music cities.

This will be followed by a celebration of solidarity including declarations of intent to better collaborate from numerous global music cities. We'll then announce our 2021 Music Cities Convention host city, before we bring the 2020 edition to an end and start another amazing showcase of Korean musicians, performing live in Seoul.

6:30–7:10PM KST

PANEL 4

Building Better Music Cities After Covid-19

Michael Seman (Moderator), Assistant Professor of Arts Management, Colorado State University (US)

Abby Kurin, Executive Director, Tulsa Office of Film, Music, Arts & Culture, Vice President of Film, Music, Arts & Culture, Tulsa Regional Tourism (USA)

Andrew Mosker, President & CEO, National Music Centre (Canada)

Mikael Pass, Music City Supervisor, Roskilde Municipality (Denmark)

For this convention, we couldn't overlook one of the most difficult challenges the world has had to face in contemporary history. With Covid-19 still having an extreme impact on individual health, economies, music industries and music ecosystems, we've assembled a panel of music city experts from the US, Canada and Denmark to reflect on how music ecosystems can be built back to be more resilient, equitable and prosperous.

THURSDAY 12 NOVEMBER 2020

7:10–7:30PM KST

PRESENTATION 8

Future Middle Income Music Cities A Case Study of Addis Ababa, Ethiopia

Presented by:

Stephanie Bakker, Journalist/Storyteller, Laika Productions (Netherlands)

The Future Cities project is an incredible transmedia series exploring five of the world's most exciting cities. We're joined for our last presentation of the convention by one of the Directors of the project, Stephanie Bakker. Stephanie will be using Addis Ababa in Ethiopia as a case study to explore the future generation of middle income music cities, and how places could be looking at music to be one of the future boom cities of 2025 or 2050.

7:30–7:50PM KST

SOLIDARITY SESSION

New Global Solidarity For Music Cities

Presented by:

Kim, Kyung-Tak, Director in Cultural Policy Division, Seoul Metropolitan Government (South Korea)

Alongside the inspiring discussions and presentations, what always moves us is the determination shown by all of our attendees and speakers to establish long-lasting relationships and partnerships with cities from all around the world, all sharing the same vision and desire to create a better world through music. Today, to round off the 9th global edition of Music Cities

Convention, city representatives from around the world will declare their intention to collaborate with each other to amplify the impact music has on our cities.

7:50–8:00PM KST

DAY 2 CLOSING REMARKS

& 2021 Host City Announcement

Prof Dong-yeun Lee, Author, Professor at Korea National University of Arts, General Director of Platform Changdong61 by Seoul City Government, and Co-Organiser of DMZ Peace Train Music Festival and Seoul Music Cities Convention (South Korea)

Shain Shapiro, Founder & Group CEO, Sound Diplomacy (UK)

Shain Shapiro and Prof Dong-yeun Lee will bring our 2020 convention to an end, before we officially unveil the host city for the 2021 Music Cities Convention.

We will then move to our final live music showcase, including three incredible Korean bands.

8:00–10:00PM KST

LIVE MUSIC SHOWCASE DAY 2

20:00–20:30 Dabda

20:45–21:15 Se So Neon

21:30–22:00 Ideotape

SPEAKERS

ABBY KURIN, EXECUTIVE DIRECTOR, TULSA OFFICE OF FILM, MUSIC, ARTS & CULTURE (USA)



Abby Kurin is the Executive Director of the Tulsa Office of Film, Music, Arts & Culture, a division of Tulsa Regional Tourism housed at the Tulsa Regional Chamber. In her role, she promotes her hometown as a cultural and creative hub, film destination, and top music city.

AMY LAMÉ, NIGHT CZAR, MAYOR OF LONDON (UK)



Amy has a long and successful track record as a leader and collaborator in the cultural and creative industries. She is co-founder of the Olivier Award winning arts company and club night Duckie, and co-founded RVT Future, a voluntary LGBT+ community group campaigning to preserve the iconic Royal Vauxhall Tavern.

She served as Mayoress of Camden in 2010-2011, and spent her year highlighting the history and culture of live music and nightlife in the borough. Amy is a familiar presence on TV, in print and on radio. She broadcasted for a decade on BBC Radio London, and now hosts Sunday afternoons on BBC6 Music.

Her debut book, *From Prejudice to Pride: A History of the LGBT+ Movement* – the first LGBT+ history book for children – was published by Hachette in June 2017.

In 2018, Amy was awarded an Honorary Doctorate from University of East London (UEL) and appointed Honorary Professor at University College London (UCL). Originally from New Jersey, Amy has been a proud Londoner for over 25 years. She has served as London's first Night Czar since 2016.

ANDREA KHOO, ASSISTANT DIRECTOR, SECTOR DEVELOPMENT (MUSIC), NATIONAL ARTS COUNCIL SINGAPORE (SINGAPORE)



Andrea Khoo is the Team Lead for Music Sector Development at the National Arts Council Singapore. An experienced arts administrator, she oversees the development and implementation of policies and programmes to support the growth of the music sector in Singapore, with the aim of inspiring people and connecting communities through music.

ANDREW MOSKER, PRESIDENT & CEO, NATIONAL MUSIC CENTRE (CANADA)



Andrew Mosker is the founding President and CEO of the National Music Centre. He has been with the organization for over 20 years, growing with and leading it through its various incarnations, from the grassroots Cantos Music Foundation to the National Music Centre, a now international hub for music. Growing up immersed in Montreal's music scene formed the foundation of Andrew's life as a music advocate and genre-free explorer, who names late jazz pianist Oscar Peterson and folk poet Leonard Cohen as some of his greatest musical inspirations.

After completing a bachelor's degree in history and stints as a promoter and radio programmer, he moved from Québec to Alberta to pursue a Performance degree in piano and, after that, a master's in musicology.

Andrew is a driving force behind Calgary's momentum towards becoming a more music-friendly city. He is the founding Chair of West Anthem (formerly the Alberta Music Cities Initiative) and has sat on numerous juries and committees for the JUNO Awards and the Canadian Country Music Awards.

SPEAKERS

HWANG YUKEONG, FORMER DIRECTOR IN PLANNING AND MANAGEMENT DIVISION IN BUPYEONG-GU CULTURAL FOUNDATION (SOUTH KOREA)



Hwang Yukeong has been working as an art/music manager for the past 20 years with the focus on art & music for the future. She is active in various fields such as education, research, and local activities, and has started multiple music & arts festivals.

Yukeong has also been active in a wide range of businesses, administrative agencies, and foundations, including the Bupyeong Cultural City Development Section.

HYUNUI JO, ASSOCIATE PROFESSOR OF CULTURE TECHNOLOGY, HANYANG UNIVERSITY (SOUTH KOREA)



Hyunui Jo is a sound designer, and venue designer who majored in mechanical engineering and architectural engineering at

Hongik University. Hyunui Jo has a Music Production & Sound Engineering degree and has worked as a Live Sound engineer for RATM, Deep Purple, Kenny G, Megadeath, Smashing Pumpkins, and Halloween.

Hyunui Jo has also worked with the Seoul Arts Center Towol Theater, Busan Opera House, National Gugak Center Woomyeong, EBS SPACE and Chuncheon Sangmadang.

KIM-MARIE SPENCE, POSTDOCTORAL ASSOCIATE, SOLENT UNIVERSITY/UWI, SOUTHAMPTON (UK)



Kim-Marie Spence is a postdoctoral researcher at Southampton Solent University (UK) specialising in cultural industries and cultural policy,

with a focus on the music industry. She is also an adjunct lecturer in media and communication at University of the West Indies (Jamaica). She has done significant work on Non-West popular culture industries such as reggae and K-Pop. Kim-Marie is a former Rhodes Scholar and Head of Creative Industries in the Jamaican government. Kim-Marie is co-author of Global Cultural Economy with Routledge Publishers with articles published in Journal of Arts Management, Law & Society and Journal of Popular Music & Society. Among her projects, she is currently writing on cosmopolitanism in K-Pop and international music awards. Kim-Marie therefore has been involved in the music industry(ies) from academia, policy and industry.

KOOK HYUN KIM, CEO, KOON – IMMERSIVE SOUND TECHNOLOGY, (SOUTH KOREA)



Kook Hyun Kim is the CEO of KOON an immersive sound technology company based in South Korea. He has a degree in Sound Recording

Technology from the State University of New York at Fredonia, and has worked for numerous recording studios in New York and South Korea, producing and mixing music for numerous international acts, as well as TV shows and movies.

Kook Hyun Kim is also a Vice President at the Korea Association of Recording Engineers, a Sound Advisor for the Korea Ministry of Culture, Sports & Tourism & a Director at the Korea Association of Professional recording Studios.

SPEAKERS

LARA SEAVER, DIRECTOR OF PROJECTS, REVERB (US)



Lara Seaver is the Director of Projects at REVERB, a non-profit working on environmental and social causes in the music industry.

She handles REVERB's work on tours, festivals, and special projects. She came to REVERB in 2011 after 13 years in the radio, directing promotions and a morning show. She lives in Portland, Maine, USA where REVERB is headquartered, and enjoys everything Maine has to offer from beaches to mountains, with her four daughters.

LEE GYU TAK, PROFESSOR OF MEDIA ARTS AND CULTURAL CONTENTS, KOREA NATIONAL OPEN UNIVERSITY (SOUTH KOREA)



He graduated from Seoul National University Department of English Language and Literature, received a master's degree in journalism

and information from the same graduate school, and a Ph.D. in Cultural Studies from George Mason University. Currently, he is a professor at the Faculty of Liberal Arts at George Mason University in Korea, and is focusing on K-pop, popular music, and music industry. He has written numerous articles on popular music and K-pop, including books 'The Age of K-Pop' (2016), 'Globalization and Digitalization of Popular Music' (2016), 'Conflicting K and Pop' (2020).

LENA INGWERSEN, PROJECT MANAGER, MUSIC CITIES NETWORK (GERMANY)

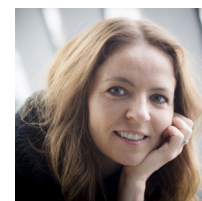


Holding a Master Degree in Cultural & Media Management, Lena works as leading Project Manager for the Music Cities Network, as

well as Cultural & Artist Consultant and Manager, DJ and is part of the European Keychange Development Program 2020.

With the globally acting Music Cities Network she is dedicated to improving communication and cooperation between music cities, recognising music as an important pillar of transnational culture as one common that holds the potential to strengthen the social cohesion. By being amongst the 74 Female* artists and music industry professionals from 12 different countries for the Keychange development program in 2020/21, she is part of a growing global campaign and movement. Keychange invests in emerging talent whilst encouraging music festivals and all music organisations to sign up to a 50:50 gender balance pledge by 2022. Lena is based in Hamburg, but working transnationally.

MARÍA RUT REYNISDÓTTIR, PROJECT MANAGER, REYKJAVÍK MUSIC CITY (ICELAND)



With a huge wealth of experience in the music tech sector, social media, festivals and as artist manager for Ásgeir and more, María Rut Reynisdóttir

is currently spearheading the Reykjavík Music City project where her responsibilities are to create favourable conditions for thriving musical activities throughout the city. María Rut holds a BA degree in political science from the University of Iceland and studied creative project and process management and business design at the pioneering KaosPilot school in Denmark.

SPEAKERS

MARTIN ELBOURNE, CO-FOUNDER OF MUSIC CITIES CONVENTION, CO-FOUNDER OF THE GREAT ESCAPE AND MAIN BOOKER, GLASTONBURY FESTIVAL (UK)



Martin Elbourne is based in the UK and has experience of over forty years in the music industry. He has owned a record label and music magazine, has worked as a manager, agent, promoter and booker. In the mid-eighties he became an agent working with acts such as the Smiths and New Order and became one of the main advisors and bookers to Glastonbury Festival, a role which he continues to this day. He has helped establish numerous events internationally, the most recent being the DMZ Peace Train Festival in South Korea. He is co-founder and creative director of Europe's leading Showcase Festival, 'The Great Escape'. Co-founder of Music Cities Convention and acts as an advisor on live music policy to various government cities around the world.

MICHAEL SEMAN, ASSISTANT PROFESSOR OF ARTS MANAGEMENT, COLORADO STATE UNIVERSITY (US)



Dr. Michael Seman is an assistant professor of arts management at Colorado State University. Michael's work examines issues in the creative economy and often focuses on how music ecosystems and regional growth intersect. The New York Times, The Washington Post, The Wall Street Journal, National Public Radio, and regional media outlets often seek Michael's perspective and insights. His work can be found in many academic journals, edited volumes, and CityLab. Michael has also co-authored music strategies for the City of Denver and the State of Colorado. As a member of Shiny Around the Edges, Michael has released three albums and most recently an EP, Flipped out in West Wash Park. Michael previously managed daytime programming for two music festivals in Denton, Texas and spent several years as an internal marketing executive at Creative Artists Agency in Beverly Hills, California. He is represented by the Creative Class Group for speaking engagements.

MIKAEL PASS, MUSIC CITY SUPERVISOR, ROSKILDE MUNICIPALITY (DENMARK)



Mikael has worked as a music professional in Denmark and internationally for the past 20 years. He has been promoting new Danish talent as a radio host on national radio, been the Festival Director of the Copenhagen-based Frost Festival and has been the Creative Director of VEGA, the key live music venue in Denmark. As the Music City Supervisor of the City of Roskilde he is now in charge of implementing the city's music strategy, building music related projects across the public and private sectors and supporting the local music community in close collaboration with, among others, the world famous Roskilde Festival.

DR. NARONG PRANGCHAROEN, DEAN, COLLEGE OF MUSIC, MAHIDOL UNIVERSITY (THAILAND)



Thai Composer Narong Prangcharoen's success as a composer was recently confirmed by his receiving the prestigious 2013 Guggenheim Fellowship and the Barlow Prize. Other awards include the Music Alive, the 20th Annual American Composers Orchestra Underwood New Music Commission, the American Composers Orchestra Audience Choice Award, the Toru Takemitsu Composition Award, the Alexander Zemlinsky International Composition Competition Prize, the 18th ACL Yoshio IRINO Memorial Composition Award, the Pacific Symphony's American Composers Competition Prize, and the Annapolis Charter 300 International Composers Competition Prize. In his native country, Mr. Prangcharoen was recipient of the Silapathorn Award, naming him a 'Thailand Contemporary National Artist'.

SPEAKERS

PAM FORD, GENERAL MANAGER ECONOMIC DEVELOPMENT, AUCKLAND TOURISM, EVENTS & ECONOMIC DEVELOPMENT (ATEED) (NEW ZEALAND)



Pam is passionate about Auckland and its people. As lead for Economic Development across the city, she drives initiatives

and partnerships that deliver quality jobs for Aucklanders.

Pam has worked for ATEED since it was formed in 2010, including a secondment to the New Zealand government on the West Coast, USA, 2014-15, to attract international investors to New Zealand. Prior to this, Pam worked as an international marketing professional in private and not for profit sector.

Pam received the Economic Development New Zealand (EDNZ) Commendation for Distinguished Service Award in 2018 and since June 2019 has been the Chair of EDNZ, the body representing all New Zealand economic development agencies.

Auckland joined the UNESCO Creative Cities Network in 2017, and Pam co-chairs the Auckland City of Music steering group.

PROF DONG-YEUN LEE, AUTHOR, PROFESSOR AT KOREA NATIONAL UNIVERSITY OF ARTS, GLOBAL MUSIC CITY, SEOUL PLAN MP, GENERAL DIRECTOR OF PLATFORM CHANGDONG61 BY SEOUL CITY GOVERNMENT, AND CO-ORGANISER OF DMZ PEACE TRAIN MUSIC FESTIVAL AND SEOUL MUSIC CITIES CONVENTION (SOUTH KOREA)



Lee, Dong-yeun is currently a professor at Korea National University of Arts. He is teaching cultural theory, art policy and cultural planning at

the university. He is also working on MP of 'Seoul Arena Project and Global Music City Seoul', and is the general director of Platform Changdong61 as well as a co-organizer of the DMZ Peace Train Music Festival. As one of the representative activists of cultural studies in Korea, he has published over twenty books including 'The Logic of Cultural Capital' and 'The Formation of Alternative Cultures'.

REZA SALLEH, SECTOR MANAGER FOR INDEPENDENT MUSIC, CENDANA (MALAYSIA)



Reza Salleh is the Sector Manager for Independent Music for CENDANA. CENDANA is a unit of MyCreative Ventures Sdn Bhd, a wholly-owned

company of Minister of Finance Incorporated, and reports to the Malaysian Ministry of Communications and Multimedia. Part of its initial focus includes performing arts, visual arts, and independent music in small and medium spaces with less than 500 pax and in public spaces and now looks into the crafts sector as well.

Reza oversees aspects to do with independent music inherent in all CENDANA programmes and initiatives. His role is one administration and engagement; developing and executing development and promotional programmes that includes grants, professional development and more from start to finish and ensuring it is relevant to the needs of the independent music sector.

He is a practitioner himself, having been in the industry as an award-winning singer-songwriter for 20 years, 14 years of which also included organising live platforms for independent musicians; from open mics to showcases and festivals. He continues to perform and write till now, supporting the scene through CENDANA by day and being a part of the scene by night.

RICKY KEJ, GRAMMY AWARD WINNING MUSIC COMPOSER, RAVEOLUTION STUDIOS (INDIA)



Grammy Award Winner, US Billboard #1 artist, and United Nations Ambassador Ricky Kej is an internationally renowned Indian Music Composer,

Environmentalist and Professor. He has performed at prestigious venues in over 25 countries, including at the United Nations Headquarters in New York and Geneva. Ricky has won more than 100 music awards in over 20 countries. He has been Awarded 'United Nations Global Humanitarian Artist' and is also the 'Youth Icon of India'. Ricky has been named as one of the 100 Real Leaders who 'Inspire the Future'. He is also an Ambassador to Earth Day Network.

SPEAKERS

RUTH CAYFORD, CREATIVE INDUSTRIES AND CULTURE MANAGER, CARDIFF COUNCIL (WALES, UK)



Ruth Cayford is the Creative Industries and Culture Manager for Cardiff Council, the local Government for the Capital of Wales.

Ruth trained as an artist and has worked in the creative sector in the UK for over 25 years. She currently works in Cardiff to support the development of culture, creativity and innovation, to help reimagine the city, supporting the growth of the creatives industries.

Cardiff is home to one of the most successful creative clusters in the UK and aspires to be an internationally recognised music city. Having worked with Sound Diplomacy to deliver one of the UK's most comprehensive city music strategy reports, Ruth works with the Cardiff Music Board, to ensure that music is considered as an essential part of the city's infrastructure and is at the heart of its development, the intention is to support all genres, at all levels across the whole city.

SHAIN SHAPIRO, FOUNDER & GROUP CEO, SOUND DIPLOMACY (UK)



Shain Shapiro, PhD is the Founder and President of Sound Diplomacy. Sound Diplomacy is the leading global advisor on growing music

and night time economies in cities and places. He is also the co-founder of Music Cities Convention, the world's largest event bringing together the music industry with city planners, developers, policy makers and executives. Through Sound Diplomacy, he has consulted in over 60 cities and countries, including developing the Cuban official music strategy for the United Nations Industrial Development Organisation. He delivered the first ever music presentation at a UN World Urban Forum and consulted at length with the Greater London Authority, including working on the development of London's Night Czar and across the Mayor of London's music policy. He has delivered a TEDx talk on the value of music to cities and spoken at the European Parliament, MIDEM, MIPIM, SXSW, Smart Cities Expo and others. He is also an accomplished journalist, frequently contributing to CityMetric, CityLab and others. Shain holds a PhD from the University of London and was one of the top 10 Creative Entrepreneurs in Britain in the British Council's h100 list.

SHIN HYUNJOON, MUSIC CRITIC (SOUTH KOREA)



Hyunjoon Shin is a professor at the Faculty of Social Science and the Institute for East Asian Studies (IEAS) at Sunkonghoe University. Having received his

PhD with a thesis on the transformation of the Korean music industry, he has carried out broader researches on popular culture, international migration, and urban space in Korea and East Asia. He was a Visiting Scholar at National University of Singapore, Leiden University in the Netherlands, Leuven University in Belgium, and Duke University in Durham, USA. He is currently a member of International Advisory Editors of Popular Music and a member of the Editorial Collective of Inter-Asia Cultural Studies. Some of his publications: East Asia Cultures Critique, Popular Music, Inter-Asia Cultural Studies, City, Culture and Society et al. He has also been directly or indirectly involved in the indie music scene in Hongdae, Seoul since its inception in the mid-1990s.

STEPHANIE BAKKER, JOURNALIST/STORYTELLER, LAIKA PRODUCTIONS (NETHERLANDS)



Stephanie Bakker is an Amsterdam-based freelance journalist who has written stories for leading Dutch and international newspapers,

magazines and websites over the past 12 years. She is passionate about social issues, world cities and international development and interested in telling people's stories and through them tackling broader issues. She works across a range of platforms, including video, print and audio. She has a bright vision for online journalism and is a strong proponent of constructive journalism with its emphasis on solution-focused reporting. The past five years she collaborated with photographer Yvonne Brandwijk on the multimedia project Future Cities. With this project they won several awards, including a 2017 World Press Photo Award for Digital Storytelling and a 2017 Online Journalism Award (OJA).

PARTNERS

Event Hosts



MUSIC CITIES
EVENTS



MUSIC CITIES DESIGN & BRANDING A&C Studio: www.aliceclarke.com

MUSIC CITIES
EVENTS

BY SOUND DIPLOMACY

BRINGING IDEAS TOGETHER TO
CREATE BETTER MUSIC CITIES

Interested in hosting one of our Music Cities Events?

Get in touch with us at luke@sounddiplomacy.com



Music Tourism Convention

The 5th global edition
Sept 29-Oct 2 2021
Cleveland, Mississippi, USA

Host Partners
Visit Mississippi
City of Cleveland, Mississippi
Music Cities Events
& Sound Diplomacy
[#MusicTourismConvention](https://twitter.com/MusicTourismConvention)

MUSIC CITIES COMMUNITY

On November 30 the Music Cities Community is migrating to a new home, one in which you'll connect and chat privately to other music cities leaders, post and share your work, join groups of interest, attend live virtual events, read the latest industry news, and much more!



Members

Job titles include Cultural Advisor, Artist Manager, Music Industry CEO, Music Office Executive Director, Head of UNESCO City of Music, Head of Projects, Head of Marketing, Production Manager, Professor, Event Director, Diversity & Inclusion Director, and more.

Which sector do our members come from?

- 22%** Music Industry
- 16%** Government Organisations
- 13%** Non-Profit Initiatives & Associations
- 12%** Events & Tourism
- 10%** Media & Communication
- 7%** Music Offices
- 7%** Education & Academia

Find out more & subscribe at musiccitiesevents.com/community-about



Upcoming Virtual Events

18 November 2020: Presentation

The Role of Brands in Developing Music Cities

24 November 2020: Presentation

Advocating for Music in your City: Alberta, Canada

26 November 2020: Panel

Sound Development: 15-minute Music Cities

10 December 2020: Panel

Sound Development Shopping Centres: Putting Music at the Heart of Retail Development

15 December 2020: Panel

Promoting Underground Music in Mega Cities

www.musiccitiesevents.com

#MusicCitiesConvention

 @MusicCitiesEvents

 @MusicCitiesEvents

 @MusicCitiesSD

