

# CONFERENCE SCHEDULE 2017

# FAST FORWARD

Muziekgebouw • Amsterdam, NL

## Thursday 23 February

## Friday 24 February

09:00 15 30 45	<b>Registration opens</b> Foyer Deck 1   09.00 - 13.00
10:00 15 30 45	<b>Official Opening</b>   Kleine Zaal   10.30
11:00 15 30 45	<b>Keynote I: Shaping the Future of Media</b> Devi Kolli, AiSolve Kleine Zaal   10.45 - 11.30
12:00 15 30 45	<b>Panel: Future of Radio</b> Kleine Zaal   11.30 - 12.15
13:00 15 30 45	<b>Lunch &amp; Networking</b> Delirium Café   12.15 - 13.15
14:00 15 30 45	<b>Panel: The Business of Making Music</b> Kleine Zaal   13.15 - 14.00
15:00 15 30 45	<b>Panel: Future of Ticketing</b> Kleine Zaal   14.00 - 14.45
16:00 15 30 45	<b>Break</b>   14.45 - 15.00
17:00 15 30 45	<b>FastFifteen Sessions</b> Kleine Zaal & Foyer Deck 1 15.00 - 16.15
18:00 15 30 45	<b>Break</b>   16.15 - 16.30
19:00 15 30 45	<b>Panel: Lessons from Gaming</b> Kleine Zaal   16.30 - 17.15
20:00 15 30 45	<b>Keynote II: Now &amp; Next: An Artist's Perspective</b> Sam Lee & Melissa Bel, presented by PPL Kleine Zaal   17.15 - 18.00
21:00 15 30 45	<b>Meet the Speaker: Day 1</b> Foyer Deck 1 & 2   18.00 - 19.00

09:00 15 30 45	<b>Registration opens</b> Foyer Deck 1   09.00 - 11.00
10:00 15 30 45	<b>FastFifteen Sessions</b> Kleine Zaal & Foyer Deck 1 10.00 - 11.00
11:00 15 30 45	<b>Break</b>   11.00 - 11.15
12:00 15 30 45	<b>Keynote III: Staying Healthy in a '24/7' Music Biz</b> David Emery, Silvia Montello & Darren Hemmings Kleine Zaal   11.15 - 12.00
13:00 15 30 45	<b>Lunch &amp; Networking</b> Delirium Café   12.00 - 13.00
14:00 15 30 45	<b>Panel: Exploring Music Marketing</b> Kleine Zaal   13.00 - 13.45
15:00 15 30 45	<b>Keynote IV: Future of A&amp;R</b> Mike Smith, Warner/Chappell Music UK Kleine Zaal   13.45 - 14.30
16:00 15 30 45	<b>Break</b>   14.30 - 14.45
17:00 15 30 45	<b>FastFifteen Sessions</b> Kleine Zaal & Foyer Deck 1 14.45 - 15.45
18:00 15 30 45	<b>Break</b>   15.45 - 16.00
19:00 15 30 45	<b>Panel: Future of Music &amp; Tech</b> Kleine Zaal   16.00 - 16.45
20:00 15 30 45	<b>Break</b>   16.45 - 17.00
21:00 15 30 45	<b>Panel: Future of the Music Industry</b> Kleine Zaal   17.00 - 18.00
22:00 15 30 45	<b>Meet the Speaker: Day 2</b> Foyer Deck 1 & 2   18.00 - 19.00



FastFifteen Sessions will allow speakers to give in-depth accounts of their specialised area of knowledge, and a first-hand glimpse into the unique experience of an ascendant music executive in short, sharp 15 minute solo presentations.

# FASTFIFTEEN SESSIONS

## Thursday 23 February

Welcome to FastForward 2017  
Chris Carey, Media Insight Consulting (UK)  
Kleine Zaal | 10.30 - 10.45

### Brands & Bands: Jack Daniel's JACK ROCKS

Alex Clough, Splendid (UK)  
Kleine Zaal | 15.00 - 15.15

### A Manager's Perspective

Jazz Sherman, Rocket Music (UK)  
Kleine Zaal | 15.20 - 15.35

### Storytelling in Music Marketing

Lucy Blair, The Orchard (UK)  
Kleine Zaal | 15.40 - 15.55

### Maximising Impact with Shazam

Jon Davies, Shazam (UK)  
Kleine Zaal | 16.00 - 16.15

### Five Data Commandments

Chris Carey, Media Insight Consulting (UK)  
Foyer Deck 1 | 15.00 - 15.15

### Maximising Impact with Merch

Rob Brown (UK)  
Foyer Deck 1 | 15.20 - 15.35

### Innovation in Live: Paradiso Labs

Mark Minkman, Paradiso (NL)  
Foyer Deck 1 | 15.40 - 15.55

### How to License a Music Service

Emma McIntyre, 7digital (UK)  
Foyer Deck 1 | 16.00 - 16.15

## Friday 24 February

Catering to Your Superfan  
Craig Fletcher, GAME/Multiplay (UK)  
Kleine Zaal | 10.00 - 10.15

### Changing Label Culture in 'Dashboard Era' Music

Sam Potts, Columbia Records (UK)  
Kleine Zaal | 10.30 - 10.45

### Getting Mainstream Radio Play

Kate Holder, BBC Radio 1 (UK)  
Kleine Zaal | 10.50 - 11.05

### How Ticketing Works

Jo Young, Ticketmaster (UK)  
Foyer Deck 1 | 10.30 - 10.45

### International Trends: Eastern European Markets

Fabio Martinelli, Life in Music (RS)  
Foyer Deck 1 | 10.50 - 11.05

### New Technologies in Music Marketing

Sammy Andrews (UK)  
Kleine Zaal | 14.45 - 15.00

### Beyond the Playlist: Artist Marketing in the Streaming Age

Sulinna Ong, Deezer (UK)  
Kleine Zaal | 15.05 - 15.20

### Music + Data + Plays = Pay

Matt Phipps-Taylor, PPL (UK)  
Kleine Zaal | 15.25 - 15.40

### International Trends: Nigeria

Bosun Adu, Winscom Mundo Media (NG)  
Foyer Deck 1 | 14.45 - 15.00

### Breaking Artists Internationally

Zena White, The Other Hand (UK)  
Foyer Deck 1 | 15.05 - 15.20

### Diversity in Classical Music

James Fleury, Novagave (UK)  
Foyer Deck 1 | 15.25 - 15.40

Schedule correct at time of printing. For more information, please head to: [www.fastforward.xyz](http://www.fastforward.xyz)