



ALLTHATMATTERS

2015 DRAFT PROGRAMME

20th-24th May 2015,
Ritz Carlton Millenia, Singapore

Updated 22nd April

The multi award-winning All That Matters is back in Singapore in May! All That Matters is the only Business2Business2Fan event in the Asia Pacific that connects the most influential figures in the digital, media and entertainment industries under one roof. Are you ready to join us on 20th to 24th May?

To make our 10th birthday really special we're rolling out our best ever programme featuring many new faces and legends of the global entertainment industry.

Tracks include **Video Matters "Behind the Streams"**, **Music Matters** and the **Live Entertainment** industry alongside over 70 bands from all over the world. Not forgetting the YouTube FanFest screamfest at the weekend.

Here is a snapshot of our speaker line-up for the week, but read on for our draft programme.

Music industry keynote speakers include:

- **Steve Jensen**, Manager of Mega-star Katy Perry
- **Richard Lee**, Chief Marketing Officer, PepsiCo & Tingyi Asahi Beverages China
- **Emma Banks**, Co-Head, CAA - Instrumental in building global fan bases for Red Hot Chili Peppers, Florence & the Machine, Daft Punk and many more
- **Terry Ellis**, Founder, Chrysalis Records and responsible for guiding the careers of Led Zeppelin and David Bowie

Live entertainment industry keynote speakers include:

- **Jay Marciano**, Chief Operating Officer, AEG Worldwide and Chief Executive Officer, AEG Live - Owner of the world's most profitable sports and entertainment venues
- **Andree Verleger**, Chief Executive Officer, ABC Event Production and creator of the Beijing Olympics opening ceremony
- **Marc Vincent**, President, Sennheiser Greater China
- **Melissa Carbone**, Chief Executive Officer, TenThirtyOne secured the largest deal in history on hit show Shark Tank, becoming business partners with Mark Cuban

Video industry keynote speakers include:

- **Dr Georg Ramme**, Managing Director, Endemol Beyond International
- **Patrick Walker**, Chief Executive Officer, Rightster
- **Mia Goldwyn**, Chief Content Officer, Stylehaul
- **Michelle Landy**, Chief Operating Officer, FremantleMedia Asia
- **John Merrifield**, Chief Creative Officer, Google Asia Pacific

Other speakers who will be joining us:

Adam Wilkes, President, **AEG Live Asia**
Alex Light, Head of Content, **VICE Australia**
Andrew Stone, General Manager, **Chugg Entertainment**
Anthony Bay, Chief Executive Officer, **RDIO**
Archie Hamilton, Managing Director, **Split United**
Ari Evans, Founder & CEO, **Maestro**
Arunabh Kumar, Social Star, **The Viral Fever**
Atul Churamani, Managing Director, **Turnkey Music & Publishing**
Bernard Cahill, Founding Partner & Head of Music Division, **ROAR**
Bernie Cho, President, **DFSB Kollektive**
Brandon Bakshi, Executive Director, Writer/Publisher Relations, Europe & Asia, **Broadcast Music Inc. (BMI)**
Calvin Wong, Executive Vice President, Asia, **Warner Music**
Charles Caldas, Chief Executive Officer, **Merlin**
Chee Meng Tan, Director, Label Relations, **Spotify**
Chris Lin, Chief Executive Officer, **KKBOX**
Christophe Muller, Director, Global Music Partnerships, **YouTube**
Dan Nevin, Chief Executive Officer, **Australian Independent Record Labels Association (AIR)**
Darren Chuckry, Executive Director Client Services, **Uniplan**
David Powell, Director, Content Operations, **YouTube APAC**
Dennis Yang, Senior Director, Marketing, North Asia Office, **HTC Corp**
Devraj Sanyal, Managing Director & CEO, **Universal Music Group South Asia, EMI Music South Asia**
Drew Baldwin, Founder, **Tubefilter**
Ed Peto, Managing Director, **Outdustry**
Elizabeth Moody, Vice President Global Licensing, **Pandora**
Gautam Anand, Director, Head of Partnerships & Operations, Asia Pacific, **YouTube**
Hugh Forrest, Director, Interactive Festival, **South by Southwest (SXSW)**
Jaana Tallinn, Founder, **Ambient Sound Investments**
Jason Fielding, Founding Partner, **Sound Campaign**
Jasper Donat, Chief Executive Officer, **Branded**
Jeff Hughes, Chief Executive Officer, **Omnifone**
Jennie Sager, Head of Music, Entertainment, Events- Australia, **Twitter**
Jesse Liu, General Manager, **Icon Promotions**
John Cappel, President and Chief Executive Officer, **AEG China**
John McLellan, Partner, **Haldanes**
John Raczk, Vice President of Entertainment, Development & Operations, **City of Dreams**
Jonathan Serbin, Head of Asia, **Billboard**
Josephine Cheng, Senior Vice President, **KKBOX**
Josh Black, Chief Executive Officer, **GroupM Content**
Justin Sweeting, Music Director, **Untitled**
Jyrki Rosenberg, Vice President, Entertainment, **MixRadio**
Lee Trink, Manager, Kid Rock & President, **Dare Mighty Entertainment**
Mandar Thakur, Chief Operating Officer, **Times Music**
Mark Smith, Executive Director, **MusicNT**
Mark Yoo, Director, International Business Development, **Club Octagon**
Martin Engelbrecht, Regional Customer Experience Manager, **Harley-Davidson**
Michael Denmark, Chief Executive Officer, **MDME**
Nicholas Wodtke, Vice President, Media Solutions Center, Southeast Asia & Oceania, **Samsung/Milk**
Nicki Kenyon, Head of Digital Marketing Group, Asia Pacific Region, **Visa Worldwide**
Normandy Madden, Senior Vice President, Content Development, Asia-Pacific, **Thoughtful Media**
Paul Wong, Executive Director, **#AGenC**
Pochang Wu, Founder & Chief Executive Officer, **iNDIEVOX** & Vice President, **StreetVoice**
Rahul Kukreja, Director, **The Livescape Group**
Ralph Simon, Chief Executive Officer, **Mobilium Global Limited**
Rick Myers, Chief Executive Officer, **DFRA**
Rob Schwartz, Tokyo Bureau Chief, **Billboard Magazine**
Robb Spitzer, Managing Director, **Live Nation China**
Ruuben van den Heuvel, Head of Music Partnerships (APAC), **Google Play**
Sam Rogoway, Chief Executive Officer, **Victorious**
Sandy Monteiro, President, South East Asia, Head of New Business, Asia Pacific (ex-Japan), **Universal Music Group International**
Scot Morris, Director International, **APRA/AMCOS**
Shen Lihui, General Manager, **Modern Sky**
Shridhar Subramaniam, President, **Sony Music India and Middle East**
Soumini Paul, Vice President, **Artist Aloud, Hungama**
Stephanie Battista, Senior Design Program Manager, Wearables, **Modern Edge**
Stephen Deane, Global Commercial Director, **Guvera**
Stuart LaBrooy, Brand Manager, **SK-II**
Stuart Watters, Director of Licensing & Business Affairs, **Nightlife Entertainment**
Sylvain Delange, Head of Sales, Asia, **Believe Digital**
Ted Cohen, Managing Partner, **Tag Strategic**
Tom Griggs, Video Producer/Reporter, **Financial Times**
Tony Zameczkowski, Vice President & Managing Director, International, **Victorious**
Trevor Lai, Chief Executive Officer & Creative Director, **UP Studios**
Vijay Nair, Founder & Chief Executive Officer, **Only Much Louder**
Vince Bannon, Vice President, Strategic Partnerships and Evangelist, **Getty Images**
Wayne Lee, Head of Entertainment, **Club Zouk**
William Bao Bean, Managing Director, **Chinaccelerator**

Grand Ballroom

Millenia 1

* LIVE! Matters running concurrently in the Ballroom



09:15-13:00
Gateway To Asia sessions

The 'Gateway To' sessions explore business opportunities while providing an overall industry update on some of Asia Pacific's most exciting music markets. Attendees will hear local experts give insights on market entry for international artists and labels, key mistakes to avoid, and areas of potential and growth unique to their countries.

10:00-10:45
Gateway to Japan

10:45-11:30
Gateway to Indonesia

11:30-12:15
Gateway to Australia

Mark Smith, Executive Director, **MusicNT**
Dan Nevin, Chief Executive Officer, **Australian Independent Record Labels Association (AIR)**
Andrew Stone, General Manager, **Chugg Entertainment**

Moderator: **Ruuben van den Heuvel**, Head of Music Partnerships (APAC), **Google Play**

12:15-13:00
Gateway to Taiwan

Dennis Yang, Senior Director, Marketing, North Asia Office, **HTC Corp**
Pochang Wu, Founder & Chief Executive Officer, **iNDIEVOX** & Vice President, **StreetVoice**
Josephine Cheng, Senior Vice President, **KKBOX**
Jesse Liu, General Manager, **Icon Promotions**

Moderator: **Jonathan Serbin**, Head of Asia, **Billboard**

Lunch (13:00-14:30) VIP Pass holders only



14:30-15:00
LIVE! Matters opening
Jasper Donat, Chief Executive Officer, **Branded**

15:00-15:30
The key to turning live entertainment into an immersive experience

After securing the largest deal in history on ABC's smash hit show "Shark Tank" and becoming business partners with billionaire Mark Cuban, Melissa Carbone creates, owns and produces live horror attractions. At LIVE! Matters, Melissa will show delegates what makes a show an immersive experience and not a spectator sport.

- Spectator entertainment is dead: What brings immersive experiences to life?
- Why horror shows?
- What makes your show productions memorable?

Melissa Carbone, Chief Executive Officer, **Ten Thirty One Productions**

15:30-16:15
Intelligent show creation: The nexus between creativity and technology

"Every show must offer a path for new innovation and creative impact." States Andree Verleger, media artist, show developer and producer of high-impact, headline-grabbing events. His credits include the Beijing Olympic Opening Ceremony, sensational product launches for Mercedes Benz and a 15,000 attendee gala extravaganza for NuSkin in Dubai. Verleger's works are emotively engaging technology and innovation masterpieces, strategically centered around human perception and cognitive effects on the viewer.

- How does technology enable ideas to be made into reality?
- What are the characteristics of the most memorable shows?
- Behind the scenes: Creating masterpieces, the grit and the glory

Andree Verleger, Media Artist/Show Developer, **ABC Event Production**

15:00-18:00
The Sync Matters Summit (timing to be finalised)

More Details on the programme to be confirmed

* LIVE! Matters will be running concurrently in the Grand Ballroom

Caffeine Matters (16:15-16:45)

Grand Ballroom

Millenia 1

* *LIVE! Matters* running concurrently in the Ballroom



16:45-17:15

Using live entertainment to build a brand: Another bridge towards the pursuit of perfect sound

With over 35 years of experience in sound engineering and electro acoustics, and a serious passion for music, Marc Vincent has spent the last 8 years as President of Sennheiser Greater China. Responsible for the development of the brand across all commercial activities, Vincent leads the quest to deliver acoustic excellence to the growing market of sound aficionados in the region.

Marc Vincent, President, Sennheiser Greater China

17:15-18:00

Live and loud! What are the hottest opportunities for the live entertainment industry?

Jay Marciano is a veteran of the venue and live entertainment space, having added his touch to Radio City Music Hall, Madison Square Garden, Beacon and Chicago Theatres. He is currently running AEG's European operations, including the O2 venues. For him, "Great venues build and sustain artists' careers." He will share his insights on the future of the live industry.

- How has the live entertainment industry changed with tech-savvy audiences?
- What are audiences looking for from live shows? Have expectations changed?
- Crystal-ball gazing: The most influential changes for the live industry in the next 3-5 years?

Jay Marciano, Chief Operating Officer, AEG Worldwide & Chief Executive Officer, AEG Live

15:00-18:00

The Sync Matters Summit (timing to be finalised)

More Details on the programme to be confirmed

7 'til late Music Matters Live @ Clarke Quay

www.musicmatterslive.com

Grand Ballroom

Millenia 1

* Video Matters: Behind the Streams running concurrently in the Ballroom



09:00 – 09:20

Video Matters: Behind the Streams opening
Jasper Donat, Chief Executive Officer, **Branded**

09:20 – 9:50

The online video evolution: Which platform should you bet on?

- What new services compete with YouTube's ten-year dominance of the online video space? Can YouTube continue to remain top dog? Or is there plenty of room at the top?
- What do all these changes mean to video creators and rights holders?
- How to navigate through this rapidly fragmenting space

Patrick Walker, Chief Executive Officer, **Rightster**

09:50-10:30

Chicken or egg: The influence of TV on online content

- How are digital platforms integrating in TV shows? What's the benefit of more online "noise"?
- How is TV being influenced by the popularity of online stars?
- What are the most interesting examples: TV, advertisers, YouTube content integration?

Michelle Landy, Chief Operating Officer, **FremantleMedia Asia**
Alex Light, Head of Content, **VICE Australia**
Drew Baldwin, Founder, **Tubefilter**

10:30-11:15

Showing the love! What unique digital experiences are you bringing to fans of your brand?

- How can brands engineer digital experiences that match up to real-life?
- Examples of the most imaginative use of digital influencer marketing
- How should brands be utilising mobile and social to engage with their audiences?

John Merrifield, Chief Creative Officer, **Google Asia Pacific**
Sam Rogoway, Chief Executive Officer, **Victorious**
Mia Goldwyn, Chief Content Officer, **StyleHaul**



09:00-10:00

Breakfast hosted by STB (by invitation only)



10:00-10:10

LIVE! Recap of Day 1
Jasper Donat, Chief Executive Officer, **Branded**

10:10-11:00

Branding live: Structures of the modern brand and artist partnerships

- Analysis: Characteristics of successful brand sponsorships in the live entertainment industry
- How can a successful brand partnership sell tickets?
- What are examples of the most impressive and innovative digital integration campaigns?
- What metrics should brands put in place to maximise their investment for live entertainment?

John Cappello, President and Chief Executive Officer, **AEG China**
Martin Engelbrecht, Regional Customer Experience Manager, **Harley-Davidson**
Bernard Cahill, Founding Partner and Head of Music Division, **ROAR**
Emma Banks, Co-head, **CAA**
Sandy Monteiro, President, South East Asia, Head of New Business, Asia Pacific (ex-Japan), **Universal Music Group International**
Moderator: **Jason Fielding**, Founding Partner, **Sound Campaign**

11:00-11:15

How Kid Rock's brilliant \$20 ticket innovation extended the life and success of an artist?

Affordable, accessible and still highly lucrative. Ticket innovations creating fan friendly experiences result in grand slam success. Kid Rock is the self proclaimed music-biz revolutionary with his \$20 concert ticket innovation.

- Is the ability to experiment at the top level concert business missing?
- Trusting the strength of the artist, leaving success down to the number of bodies through the door
- How nurturing a fan-friendly experience strengthens the fan bond and extends an artist's career
- What is the real value of paperless ticketing and other innovations to avoid ticket scalping?

Lee Trink, Manager, Kid Rock & President, **Dare Mighty Entertainment**

Caffeine Matters (11:15-11:45)

11:45-12:15

Welcome to the new normal: Creating a global business with digital superstars

- What does the digital content creation and distribution landscape look like for a company like Endemol?
- Where will Endemol be in 5 years time?
- Where does the greatest opportunity lie to capture new audience bases?
- I'm a Phan: Working to grow a powerhouse that bridges TV and online

Dr Georg Ramme, Managing Director, **Endemol Beyond International**

12:15-13:00

Online2Offline2Online: Amplification of live events to online

- Insights: Some of the ways marketers are engaging with their customers using live events?
- How to maximise live events and leverage online assets
- How is the integration of all marketing activities being utilised for greater business results (sponsorship, events, below the line, above the line, traditional)?

Nicki Kenyon, Head of Digital Marketing Group, Asia Pacific Region, **Visa Worldwide**
Josh Black, Chief Executive Officer, **GroupM Content**
Ari Evans, Founder & Chief Executive Officer, **Maestro**
Darren Chucky, Executive Director Client Services, **Uniplan**

Grand Ballroom

Millenia 1

Music Matters running concurrently in the Ballroom*12:15-12:45****Opening of Music Matters**Jasper Donat, Chief Executive Officer, **Branded****12:45-13:00****Industry update: Mobile-led music services**Nicholas Wodtke, Vice President, Media Solutions Center, Southeast Asia & Oceania, **Samsung/Milk**Interviewed by: **Jeff Hughes**, Chief Executive Officer, **Omnifone****Lunch (13:00 -14:30) VIP pass holders only****14:30-15:15****Business Rockstars: Terry Ellis, Founder, Chrysalis Records**

Founder of Chrysalis Records and responsible for guiding the careers of Led Zeppelin, David Bowie, Jethro Tull, Billy Idol and Blondie among others, Terry Ellis will share his own version of the history of rock and give thoughts on its present state and its future in a keynote discussion.

15:15-16:00**Alternative revenue streams: The need to create content outside traditional revenue streams**

- How can artists and labels realise alternate revenue streams leveraging digital content and platforms?
- What is the most promising potential revenue stream, from brand relationships, licensing opportunities and live performances?
- What are the mistakes artists need to avoid in the digital world?

Christophe Muller, Director, Global Music Partnerships, **YouTube**
Stuart Watters, Director of Licensing & Business Affairs, **Nightlife Entertainment**
Devraj Sanyal, Managing Director & Chief Executive Officer, **Universal Music Group South Asia, EMI Music South Asia**
Chee Meng Tan, Director Label Relations, **Spotify**
Jennie Sager, Head of Music, Entertainment, Events- Australia, **Twitter**

Moderator: **Vince Bannon**, Vice President, Strategic Partnerships and Evangelist, **Getty Images****15:15-17:30****Sponsorship Matters @ LIVE! produced with the Asian Sponsorship Association**** Music Matters will be running concurrently in the Grand Ballroom***Caffeine Matters (16:00-16:30)****16:30-16:50****Putting music fans first**Guvera's Global Commercial Director Stephen Deane shares his commitment to being part of the "greatest music entertainment experiences for fans", including his belief in the support of established and emerging artists, designing integrated music solutions for brands, and keeping the business focus firmly on the fans. *Guest appearance:* A Guvera fan will also join him on stage.**Stephen Deane**, Global Commercial Director, **Guvera****16:50-17:30****In the club and beyond: EDM across Asia**

- With the worldwide explosion of EDM, how relevant is this genre in Asia?
- Where are the hotspots for EDM in the region - why?
- What opportunities are available for Asian and international artists at festivals and clubs?
- How can Sponsors engage with EDM brands and fans?
- What are the pitfalls and threats to the continued development of EDM?

Calvin Wong, Executive Vice President, Asia, **Warner Music**
Mark Yoo, Director, International Business Development, **Club Octagon**
Rahul Kukreja, Director, **The Livescape Group**
Wayne Lee, Head of Entertainment, **Club Zouk**
Brandon Bakshi, Executive Director, Writer/Publisher Relations, Europe & Asia, **Broadcast Music Inc. (BMI)**

Moderator: **Paul Wong**, Executive Director, **#AGenC**

Grand Ballroom

Millenia 1

**Music Matters running concurrently in the Ballroom*



17:30-18:15

Business Rockstars: Steven Jensen, Partner, Direct Management with Ralph Simon

Manager of a very select roster of pop music artists including Katy Perry and Adam Lambert, Steve Jensen spent his life developing strong careers for the likes of OMD, The B-52's, Counting Crows and Tracy Chapman. He will share rare business insights in an Artist Manager Keynote.

Interviewer: **Ralph Simon**, Chief Executive Officer, **Mobilium Global Limited**

18:15-18:30

I should be so Lachie: Farewell to the godfather of the Asian music industry

Lachie Rutherford, President, **Warner Music Asia Pacific**

15:15-17:30

Sponsorship Matters @ LIVE! produced with the **Asian Sponsorship Association**

** Music Matters will be running concurrently in the Grand Ballroom*



7 'til late Music Matters Live @ Clarke Quay

www.musicmatterslive.com

Grand Ballroom

Millenia 1



09:00-09:10
Video Matters and Music Matters recap

09:10-09:55
Beyond the buzz: New approaches to video content creation

09:55-10:30
Case study "Finding the win-win": What type of relationship with creators is right for my brand?

- How does SK-II work with influencers?
- What platforms have been used?
- How does SK-II measure the ROI of its influencer marketing partnerships?

Stuart LaBrooy, Brand Manager, SK-II

10:30-11:15
#FANS: Media (r)evolution

- How new technology and platforms are empowering fans?
- How are platforms and fans redefining the Media and Entertainment industries?
- How "fan-friendly media companies" operate. The medium and long-term business models

Patrick Walker, Chief Executive Officer, Rightster
Arunabh Kumar, Social Star, The Viral Fever
David Powell, Director, Content Operations, YouTube APAC

Moderator: Tony Zameczkowski, Vice President & Managing Director, International, Victorious

Caffeine Matters (11:15-11:45)



11:45-12:30
Ups and downs: Streaming service update for Asia

- Insight: The state of the current streaming business in Asia?
- What's working and what is not. A look at success stories and the problems and roadblocks
- How to identify trends and understand customer acquisition and retention
- How are streaming services in Asia planning for the future? What can be expected?

Anthony Bay, Chief Executive Officer, RDIO
Jyrki Rosenberg, Vice President, Entertainment, MixRadio
Stephen Deane, Global Commercial Director, Guvera
Josephine Cheng, Senior Vice President, KKBOX
John McLellan, Partner, Haldanes

Moderator: Jeff Hughes, Chief Executive Officer, Omnifone

12:30-13:00
China LIVE!: Shen Lihui, General Manager, Modern Sky

Interviewer: Rick Myers, Chief Executive Officer, DFRA

11:45-12:30
The future of tech: How will wearables, IoT and augmented reality change the way we consume content?

- What are the most exciting tech that will be adopted quickly by consumers?
- How are wearables being utilised for the entertainment industry?
- What are the ways in which large entertainment companies can integrate new tech into their products and services?

William Bao Bean, Managing Director, Chinaccelerator
Stephanie Battista, Senior Design Program Manager, Wearables, Modern Edge

Moderator: Hugh Forrest, Director, Interactive Festival, South by Southwest (SXSW)

12:30-13:00
From co-founding Skype to the future of AI: An entrepreneur's journey

Jaan Tallinn, Founder, Ambient Sound Investments

Lunch (13:00-14:30) VIP Pass holders only

14:30-15:15
Brand talk: Richard Lee, Chief Marketing Officer, PepsiCo & Tingyi Asahi Beverages China

Richard Lee has an impressive 17 years of marketing experience for a global mega brand famous for its musical partnerships. Known for his "either run with it, or get left behind" philosophy, Richard has positioned himself as one of China's most powerful and creative marketers. In his Keynote, Lee will give his insights into brands and collaborators in relation to their consumers, as well as predicting China's marketing trends.

Interviewer: Trevor Lai, Chief Executive Officer & Creative Director, UP Studios

15:15-15:35
Business Rockstar: Digital Innovator - Chris Lin, Chief Executive Officer, KKBOX

Founder and Chief Executive Officer of one of Asia's original and most respected music streaming services, Chris will discuss his successful entrepreneurship path and KKBOX's recent expansion throughout the Asian region.





15:35-15:55

In conversation with indie rights holder: **Charles Caldas**, Chief Executive Officer, **Merlin**

Charles Caldas shares Merlin's independent label perspective and future outlook of streaming across Asia and around the globe

- How has music consumption changed from the storefronts of the past to the current vast array of online streaming services for the independent label and artist?
- How are these new modes of consumption providing dynamic experiences for users, and a new kind of commercial success for artists?

Interviewed by: **Bernie Cho**, President, **DFSB Kollektive**

Caffeine Matters (16:00-16:30)

16:30-17:15

Pause the Hearsay: Transparency in the music streaming and video age

- The rates being paid in the streaming business - the story from both sides of the coin
- What is being done to enable artists, labels and publishers to efficiently and effectively access their royalty and sales information?
- How effective is the current process?
- How are streaming and digital services making information on royalty available to repertoire owners?

Sylvain Delange, Head of Sales, Asia, **Believe Digital**
Elizabeth Moody, Vice President Global Licensing, **Pandora**
Scot Morris, Director International, **APRA/AMCOS**

Moderator: **Ted Cohen**, Managing Partner, **Tag Strategic**

17:15-18:00

Hitting the Road: How to tour China (successfully)

- What is needed for international bands and artists to tour China – where do you start, how do you set up a tour and what are the main challenges and mistakes to avoid?
- What's the best way to access markets outside Beijing and Shanghai?
- Is there a music genre that's particularly popular – what's working now?
- How can you promote your music to create demand?
- What are some key festivals and venues/live houses?

Archie Hamilton, Managing Director, **Split United**
Adam Wilkes, President, **AEG Live Asia**
Robb Spitzer, Managing Director, **Live Nation China**
John Raczka, Vice President of Entertainment, Development & Operations, **City of Dreams**

Moderator: **Ed Peto**, Managing Director, **Outdustry**

18:00-18:45

Business Rockstars: **Emma Banks**, Co-Head, **CAA** with **Ralph Simon**

Amongst Billboard's "Top 50 Women in Music", 4-time winner of Pollstar's International Agent of the Year and 6-time "Second Least Offensive Agent" winner at the ILMC, Emma Banks is a legendary Music Agent and co-head of the London office of Creative Artists Agency (CAA). After shaping Heltel Skelter into one of the premier music booking agencies in Europe, she now represents the careers of many of the world's leading musicians including Red Hot Chili Peppers, Katy Perry, Bruno Mars and Kylie Minogue, as well as emerging artists of note such as Hozier, Becky Hill and The Ruen Brothers.

Interviewer: **Ralph Simon**, Chief Executive Officer, **Mobilium Global Limited**

**END OF ALL THAT MATTERS 2015
 TIME TO PARTY LIKE IT'S FRIDAY NIGHT!**

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www.musicmatterslive.com



ALLTHATMATTERS
 Celebrating 10 Years of Making it Matter