

Conference Timetable

28 April

| | 09:00 | 09:45 | 10:00 | 10:30 | 11:30 | 12:30 | 13:30 | 14:30 | 15:30 | 16:30 | 17:30 | 18:00 |
|-------------------|----------------------|---|-------|-----------------------|--------------------|-------------------|--|--------------------------------|--------------------------------------|-----------------|-------|-----------------------|
| Library | | | | | Radio panel | | How to cooperate in the neighbourhood? | | What can music learn from Coca-Cola? | | | |
| Club | | Official opening + Slovak music industry report | | Keynote Michal Kaščák | | Listening session | | Bermuda Triangle | | ESNS focus 2019 | | |
| Bar | Welcome coffee + tea | | | | Meet the festivals | | Events and the planet Earth | | Meet the Antena venues | | | Waves Vienna Presents |
| Workshops* | | | | | Vytvor si svoj web | | | Drumming world of Andrea Belfi | | | | |

*only for pre-registered participants. Please come to Meeting Point 10 minutes before the start of the workshop

panel discussion

workshop

speed meeting

presentation

listening session

reception

Conference Details

09:45 – 10:30

OFFICIAL OPENING + SLOVAK MUSIC INDUSTRY REPORT Presentation, Club, Nová Cvernovka

The first comprehensive study about Slovak music industry conducted by SOZA – Slovak Performing and Mechanical Rights Society. Get to know the latest figures about the Slovak music scene and its infrastructure, valuable both for the local as well as international audience.

Speakers: Tomáš Mikš (SOZA, SK), Daniel Antal (CEEMID, creative industry economist, HU)

10:30 – 11:30

KEYNOTE MICHAL KAŠČÁK Presentation, Club, Nová Cvernovka

Laureate of the Contribution To The Slovak Music Scene award, co-founder and CEO of Pohoda Festival, musician and frontman of Bez ladu a skladu band. Michal Kaščák is undoubtedly one of the most experienced and widely respected music professionals in Slovakia (and Europe). We are happy he agreed to give a keynote speech at the first year of SHARPE conference. And what is the topic? Come and see (listen) in person.

11:30 – 12:30

RADIO PANEL Panel discussion, Library, Nová Cvernovka

Let's talk about public service radios and their heads of program. What does this job position entail in 2018 and what should the program of national public radios look like? Should they be driven by data and aims to increase the market share, or should the heads of public radios forget about listeners' surveys and simply focus on playing the taste-forming music they believe in? How does the topic of quota for domestic music fit into the whole picture?

Speakers: Daniel Baláž (Radio_FM, SK), Yves Stephany (radio 100,7, LX), Žiga Klančar (Val 202, SI)
Host: John Robb (Louder Than War, UK)

11:30 – 12:30

MEET THE FESTIVALS Networking/Speedmeeting, Bar, Nová Cvernovka

Come and meet the festival representatives from the region such as Colours of Ostrava (CZ), MENT Ljubljana (SI), Rock for People (CZ), Pohoda Festival (SK), Indirekt Festival (HR) and more. Pre-registrion is necessary.

11:30 – 13:30

VYTVOR SI SVOJ WEB Workshop, Meeting Point

Si muzikant, alebo si súčasťou hudobného projektu (festivalu, vydavateľstva a pod.) a chýba ti prezentácia na webe? Na konci workshopu pod vedením odborníka z Websupportu môžeš mať túto otázku vyriešenú. Vytvor si základy responzívnej a kvalitnej webovej stránky priamo na SHARPE konferencii. Workshop je len pre vopred registrovaných účastníkov, ktorých prosíme, aby sa dostavili 10 minút pred začiatkom workshopu k vyznačenému Meeting Pointu v budove Novej Cvernovky.

Lektor: Jakub Chutňák (Websupport)

12:30 – 13:30

LISTENING SESSION Club, Nová Cvernovka

10 songs from the artists playing at SHARPE festival 2018 judged by UK music publicists, Colours of Ostrava and Eurosonic Noorderslag.

Speakers: Derek Robertson (Drowned in Sound, UK), Anastasia Connor (405, UK), Filip Košťálek (Colours of Ostrava, CZ), Oskar Štrajin (ESNS, NL)
Host: Viera Ráčzová (Radio_FM, SK)

13:30 – 14:30

HOW TO COOPERATE IN THE NEIGHBOURHOOD Panel discussion, Library, Nová Cvernovka

There are several smaller music markets in the Central-Eastern Europe. For the past few years we are witnessing attempts for more organised cooperations and repertoire exchange between music scenes of Slovakia, Czech Republic, Hungary, Poland and others. What is the future

of such formal or informal networks? Should there be a coordinated approach in this matter or are there too big differences between the respective countries?

Speakers: Márton Náray (Czech Music Office, CZ), Dávid Bali (Hots, HU), Michal Hajduk (Adam Mickiewicz Institute, PL), Alexander Čerevka (LALA Slovak Music Export, SK)

Hosts: Andraž Kajzer (MENT Ljubljana, SI)

13:30 – 14:30

EVENTS AND THE PLANET EARTH Presentation, Bar, Nová Cvernovka

Presentation on the latest news and approaches to green events in music industry by the head of production of Pohoda Festival, receiver of the international Green Operations Award in 2017.

Speaker: Michal Sládek (Pohoda Festival, SK)

14:30 – 15:30

BERMUDA TRIANGLE – AGENTS, PR & LABELS Panel discussion, Club, Nová Cvernovka

Let's say a Slovak band is aiming for the German market. If they have not toured in the country before, the potential agent will most likely tell them to hire a good publicist. When talking to the publicist, the band is often told to find a German label and agent. How to crack this Bermuda triangle of agents, PR and labels and break the borders of a foreign music market?

Speakers: Sarah Besnard (ATC Live – agent, FR), Katia Giampaolo (Joycut – manager, IT), Sofia Ilyas (Float PR, UK)

Host: Koen teer Heegde (Subroutine Records, NL)

14:30 – 16:30

DRUMMING WORLD OF ANDREA BELFI Workshop, Meeting Point

Practical workshop on combining drums and electronics from examples of music which had a lasting influence on Andrea Belfi, the renowned Italian drummer and integral part of the band of Nils Frahm. Only for participants who have already registered in advance. Let's meet 10 minutes before the start of the workshop at the Meeting Point in Nová Cvernovka.

15:30 – 16:30

WHAT CAN MUSIC LEARN FROM COCA-COLA Presentation, Library, Nová Cvernovka

How do the brands grow and does the first and best product always win? What can music learn from other business fields? Find out in the presentation by the Head of strategy at Mayer/McCann Erickson, the Slovak branch of international advertising agency McCann Worldgroup.

Speaker: Richard Mareček (Mayer/McCann Erickson, SK)

15:30 – 16:30

MEET THE ANTENA VENUES Networking, Bar, Nová Cvernovka



Slovakia has to offer many forward thinking and creative concert promoters in all regions of the country. Get to know the representatives of independent cultural centres from Prešov, Nitra, Trnava, Liptovský Mikuláš, Banská Bystrica and more. Pre-registration is needed.

16:30 – 17:30

ESNS FOCUS 2019 Panel discussion, Club, Nová Cvernovka

The biggest European showcase festival ESNS has announced its focus on Czech Republic and Slovakia in its 2019 edition. How can our scene make the most of this opportunity?

Speakers: Ruud Berends (ESNS, NL), Michal Kaščák (Pohoda Festival, SK), Márton Náray (Czech Music Office, CZ)
Host: Gordon Masson (IQ Magazine, UK)

17:30 - 18:00

WAVES VIENNA PRESENTS Reception, Bar, Nová Cvernovka

Finger food and Waves Vienna champagne for a special get-together and announcement.

ALL DAY

Table football tournament