

PROGRAM 2018

(May 22 & 23, 2018 – Tolhuistuin Amsterdam)



Buma Awards @ BMIM Trade Dinner	2
BMIM Connects: The One on One Sessions	5
Making the Music that Makes the Game	6
Publicity - The Ins and Outs with White Bear PR's Thomas Mikusz	7
The Composers' Toolkit by Christian Henson: Creating Unique Sonic Universes	8
Adformatie Presents: Dissecting Music for Car Adverts - By the People Who Wrote Them	9
Workshop by Future Phonic Studios & Abbey Road Institute: Sound for Virtual Reality	10
Book presentation: You Shoot, I Score!	11
Ilan Eshkeri: From The Sims to Space, Composing in Various Fields.....	12
The Art of Teamwork with Alex Simu, Boudewijn Koole, Gys Zevenbergen.....	13
BAM! Presents: Digital Revolution in TV and Radio - and the Music Revenue Model of the Future ...	14
TV Promo's: Sync's New Best Friend	16
The Business of Music: Do You Really Need an Agent?	17
The Music Behind Imaginary Animated Worlds.....	18
Got It Covered? Exploring Tracks and Trends: Using Cover Versions in Films, Trailers, Television and Advertising.....	19
Music Is Like Glue	21
BMIM Drinks.....	22

Buma Awards @ BMIM Trade Dinner

New York Film Academy Cafe

May 22, 2018 | 19:30 – 22:30

BMIM is once again launching its annual search for the best new talent in the country. And, for the first time this year, BMIM will present new Buma Award categories at the BMIM Trade Dinner on May 22nd.

The annual Buma Awards took place in March, celebrating musical and creative excellence in film, advertising, radio, television and branding. "Because we'd like to inspire, recognise and celebrate more Dutch composers, we are presenting these additional awards for the new categories during Buma Music in Motion," managing director from Buma Cultuur, Frank Helmink, said.

Buma Award Best Original Composition Documentary, Short Film, Telefilm

Best Original Composition Documentary, Short Film, Telefilm is awarded to the Dutch composer of a documentary that has had its the premiere or first public screening between January 1, 2017 and February 28, 2018, followed by a week in at least three cinemas or film theatres, a festival screening at the NFF, the IDFA, the IFFR has either been broadcast in the same year for the first time by a national or regional broadcaster in the Netherlands or abroad.

Buma Award Best Sync (in Advertising, Television, Trailers, Film, Online)

Buma Award Best Sync (in Advertising, Television, Trailers, Film, Online) is awarded to the best use of existing Dutch music in (international) television and/or cinema advertising, in online domains, in a selected scene from a feature film or television program; in a game, TV or movie trailer. First broadcast between between 1 January 2017 and 28 February 2018.

Buma Award Best Original Composition in Trailer (for Film, TV, Gaming)

Best Original Composition in Trailer (for Film, TV, Gaming) is awarded to the best Dutch composers of the original score created specifically for use as part of a film, TV game trailer or promo. First broadcast between between 1 January 2017 and 28 February 2018.

Buma Music in Motion New Talent Award

For the New Talent Award, which was launched five years ago, students and young professionals can submit music for any and every kind of media up to April 23rd. The annual talent award recognises, inspires and celebrates emerging composers from all over the country, and offers upcoming talent an all-important platform to showcase their work to professionals from the music and media industries.

A panel of highly experienced judges drawn from some of the sector's leading companies will assess each entry before choosing a winner.

MEET THE JURY

Bob Zimmerman (film composer, NL)

Bob Zimmerman (1948) has been involved as a composer and an arranger in numerous theatre-, television-, CD- en movieproductions. Thus amongst others he wrote the arrangement of Piazzolla's tango *Adiós Nonino*, played at the wedding of Dutch crown prince Willem-Alexander and crown princess Máxima. He is one of the house arrangers of the worldfamous Metropole Orchestra.

Zimmerman also composed many movie soundtracks, for instance the Dutch feature films *De Avonden*, *Tirza en Süskind*. Also for the successful Dutch nature documentaries *De Nieuwe Wildernis* (The new wilderness) and *Holland, natuur in de Delta*. For the stage he wrote over 10 operas, ranging from one minute for a cappella choir to big symphonic full length drama. Beside these compositions "in a context" he also wrote many vocal and instrumental concert pieces; his recent *Cinq ou six Bagatelles Brillantes*, for the internationally beloved Osiris Trio (piano, violin, cello) will be released on CD this year.

Cathelijne Beijn (IFFR, NL)

Cathelijne Beijn is a freelance journalist, DJ and press agent for International Film Festival Rotterdam. As a journalist she writes about lifestyle, trends, human interest and music for several magazines, daily newspapers and websites. After working as a producer for radioshow at Radio 6 Soul & Jazz, Cathelijne presented her own soul and jazz show for the Rotterdam based radiostation RTV Rijnmond. Now she is a regular guest at Operator Radio and spins records at several festivals.

Janice Pierre (director, among other *Hartenstrijd*, NL)

Janice graduated in 2001 at the Dutch Film Academy. She directed 3 tv movies, television drama /comedy tv shows and commercials: winning two silver Lions at the Cannes Lions Festival for the IDFA campaign. She made her feature debut in 2016 with the romantic comedy '*Hartenstrijd*'.

Jeroen Rietbergen (composer, NL)

Keyboardist, composer and producer Jeroen Rietbergen started playing piano as a child and studied at the Rotterdam Conservatory, where he eventually dropped out due to the fact that he hardly showed up, as he already had joined several bands and picked up his first studio gigs. Most recently he's been Musical Director for 'The Voice' in The Netherlands. Prior to that, he has toured as Musical Director or as keyboard player for lots of bands and shows. He played in theatres with Ruth Jacott, and joined Candy Dulfer for several tours through Europe, the US and Japan. He has also accompanied Jan Akkerman before he started touring with Marco Borsato, with whom he has worked ever since. Between his live gigs as a keyboard player or MD he composes and scores soundtracks for feature films, one of which has won him 2 prestigious Buma Awards.

Jon Karthaus (director, among other *Homies* and *Bella Donna's*, NL)

When he was 18 he had his breakthrough role in the serie *ZOOP* on Nickelodeon. Besides acting, he wanted to move on with creating; wriging, producing and above all directing. With his current production company Johnnywood Productions, Jon co-produced the movie '*Homies*' together with Just Productions, which attracted more than 200,000 visitors to the Dutch cinemas. This comedy feature film was also written and directed by Jon. This was followed by a few television series and various commercials, as well as writing and directing the film '*Bella Donna's*', which received a 'Golden Movie' for attracting 100.000 visitors in the first week. Right now he is working on the postproduction of the multicutral blockbuster *Bon Bini Holland II*, which is expected to premiere in the Dutch cinemas in December 2018.

Joost van 't Hoff (composer, winner BMIM New Talent Award 2017, NL)

Joost van 't Hoff has a thing for vintage instruments and the skills to tell a story with them. As a media composer and co-founder of audio collective Elephant Ears, he writes music for short films, animations, commercials and documentaries. In 2017, Joost won the Buma Music in Motion New Talent Award for the music he wrote and produced for '*Nature: All Rights Reserved*', an experimental

documentary that won awards all over the globe. Recently Joost wrote music for Albert Heijn, and short film 'The Other Side of Sadness'.

Kaja Wolffers (creative director, NL Film, NL)

He started his career with directing television series, such as GTST, Onderweg naar Morgen and Costa! In 2005 he made the switch to MTV Networks as Head of Creative Nickelodeon, where he developed the youth series Het Huis Anubis together with Studio 100. In 2008 he joined the Dutch management of MTV Networks as VP MTV Networks Productions. His last year at the company he worked in the management team of Nickelodeon Northern Europe. In 2010 he becomes creative producer at NL Film, after which he joins the board in 2015. As creative director, Wolffers is responsible for the development and production of NL Films' series and films, with amongst others Menten, Weg van jou, Mannenharten 1 & 2, Zwarte Tulp 1 & 2, Kasper en de Kerstengelen, Bluf and Op weg naar pakjesavond.

Lotte Sterk (MassiveMusic, NL)

Lotte works as Music Researcher and A&R manager at the music production agency MassiveMusic. Here she is engaged every day in finding the right music for supporting various types of media, especially advertising. She is involved in connecting the music of emerging artists to brands and advertisements.

Martijn Schimmer (composer, among other The Voice of Holland, CEO SMP Amsterdam, NL)

Martijn has written numerous songs for, among others, Marco Borsato, Linda Wagemakers, Frans Bouwer, Chantal Janzen and Gerard Joling. In 1995 he also started to compose music for television programs, after which he founded his own company Schimmer Music Productions B.V. (SMP) in 1999. Here he leads a team of eight employees with whom they work daily on the (live) recording, production and mixing of music compositions for, among others, De Wereld Draait Door, Nieuwsuur, Popstars, Hart van Nederland, Lingo and Spangas. In 2010 Martijn composed the recognition melody of the RTL 4 program The Voice of Holland, for which he received the prestigious ASCAP Award in Los Angeles in 2012.

Merlijn Snitker (componist, among other Publieke Werken, Alles is Liefde, Het Verlangen, NL)

Merlijn Snitker, who graduated at the conservatory as a performing artist (saxophone), is a self-taught composer - whence his original style and fresh approach of the trade. Under the umbrella of a composers collective, Snitker won in 2010 the Flemish 'Outstanding Achievement Film Award' for the soundtrack of Dossier K. As of 2013 Snitker became his own man, not only composing for the Dutch cinema, but also branching out to Belgium (De Premier) and Sweden (Siv Sover Vilse). In 2016 his soundtrack for Publieke Werken (Public Works) was nominated for both a Gouden Kalf (the Dutch academy awards) and the Grand Scores Award 2017, a prize of the European Composer & Songwriter Alliance (ESCA).

Neeltje Mooring (sync agent, NL)

Since 2007, Neeltje Mooring runs her own company SOLID as a rock and operates internationally as an independent publisher, sync agent and music supervisor. The core business is bringing music and images together in TV-series, adds, films and games. Clients include: BMGTalpa music, V2 records, CTM Publishing, NPO (National Dutch Public Broadcasting Company), DEAR, Dox Records, The Film Kitchen, Lemming Film, Kaap Holland Film, NTR and Key Film. Neeltje Mooring is also a parttime lecturer at Inholland University. She developed the mutual study program: International Music Publishing & Licensing together with Berklee College of Music, Boston (U.S.) Recently she has been

teaching the course: Publishing, Licensing and Distribution, part of the master program at the Faculty Global Music Business at the Berklee campus in Valencia, Spain.

Paul Stevelmans (chief editor Score Magazine, NL)

Paul Stevelmans (1959) has been editor-in-chief of the online film music magazine Score since 2004. He writes CD and book reviews and conducts interviews with Dutch and foreign film composers. The first printed issue of Score appeared in 1971. From 2008 till today it has been published bimonthly as an online periodical, which makes Score the oldest still existing magazine in the world committed to the art of film music. Score is a publication of Cinemusica, the Dutch Film Music Foundation. Stevelmans is chairman of the foundation. Also, since 2008 he has been a member of The International Film Music Critics Association. Stevelmans has studied at the University of Groningen and currently is a teacher in secondary education in the same city.

Ralph de Haan (producer, NL)

Ralph de Haan (Executive producer) is an allround producer with extensive experience in the world of advertising, working with many leading production companies, agencies and brands. He was formerly an executive producer at CZAR films and Hazazah films, a senior producer at 72andSunny, Anomaly and Wieden+Kennedy, the head of his own service-production company Wolfgang, a freelance line producer, production manager, and unpaid intern. He also directed a documentary on Slam Poetry - SPITTING INK - which premiered at the IDFA and screened at various film festivals around the world. In his spare time he writes graffiti, plays tennis and piano, but never at the same time.

Sander van Maarschalkerweerd (CEO, Sizzer Amsterdam, NL)

Sander van Maarschalkerweerd (1974) founded Sizzer Amsterdam in 2005. His primary goal was to bring some of the music world's finest talent to the ad world's fingertips. With a network of established composers and offbeat artists Sizzer Amsterdam creates music for moving images. Sander's passion for music combined with a knack for spotting exciting new talent has resulted in a steady flow of inspiring campaigns. Under Sander's leadership Sizzer Amsterdam has become a well established award-winning music agency and a trusted partner for brands like Audi, BMW and Google as well as for creative agencies such as BBH, DDB, Fred & Farid, Heimat Berlin, Leo Burnett Chicago and Wieden+Kennedy Amsterdam.

English spoken

BMIM Connects: The One on One Sessions

Tolhuistuin – Tuinzaal

11:00 – 12:00

#networking #speeddating #pitching

BMIM's central aim has always been to act as a facilitator and enabler for the creative industries, and over the last two years our One on One sessions have proved that by placing like-minded people directly in front of each other, positive and useful things often happen. Whether you want to seek the opinion of an experienced professional, discuss the current state of the industry and where it's heading, get feedback on a project or simply do business, we're delighted to be able to bring you together. Check out our dedicated Matchmaking page to see who is participating: buma-music-in-motion.nl/matchmaking.

Keynote Panel - English spoken

Making the Music that Makes the Game

Tolhuistuin – Concertzaal

12:30 – 13:20

#videogames #callofdutywwII #activision #scoring #horizonzerodawn #killzone #guerrillagames

Over the last 3/4 years there has been a growing movement of players who have become fans of the music that both underpins and creates sonic identities for video games. On top of that, the respect for the skills of the people who make and choose that music has been growing exponentially as the difficulties involved in complimenting and enhancing these complex virtual worlds are better appreciated. This panel will be discussing how they choose or compose for games, the criteria they use when they choose existing music, how they collaborate, how their respective roles are defined, and the realities of working to a brief, as well as attempting to pin down exactly why music is so important to the gaming experience.

With:

Brandon Young (Sr. Director Music Affairs, Activision, US)

At the helm of Activision's Music Department, Brandon has led the musical creative direction for all of Activision's product slate and marketing creative, placed and licensed more than 4,000 commercial songs for in-game use, launched some of the most iconic music collaborations in Activision's, and in gaming history, and has worked with the world's most prolific modern composers to create orchestral soundtracks rivaling Hollywood's top feature films.

Wilbert Roget II (Composer, Call of Duty WWII, Lara Croft a.o., US)

Wilbert Roget, II is a veteran composer in the video game industry. He joined LucasArts as a staff composer in 2008, where he scored several games in the Star Wars universe, including Star Wars: The Old Republic and Star Wars: First Assault. He later became a freelance writer, scoring Call of Duty: WWII, Guild Wars 2: Path of Fire, Lara Croft and the Temple of Osiris, Dead Island 2, Anew: The Distant Light and other indie and AAA titles. His scores have earned him several awards and nominations from the Game Audio Network Guild, the Academy of Interactive Arts and Sciences (D.I.C.E. Awards), and others.

Joris de Man (Composer Killzone, Horizon Zero Dawn, UK)

Joris de Man is a Bafta nominated, G.A.N.G and Ivor Novello winning composer with 25 years of experience scoring for video games, commercials, animation and film.

Known for his epic live orchestral scores to the first 3 titles in Guerrilla Games / Sony's renowned Killzone franchise, recent works include music for Guerrilla's recent Playstation 4 blockbuster 'Horizon Zero Dawn', which has sold nearly 8 million copies worldwide, its DLC 'HZD - The Frozen Wilds', the MOBA hit 'Vainglory' which was used by Apple for its iPhone 6 announcement keynote, and the live orchestral score for Bafta-winning director Mike Mort's animated feature 'Chuck Steel - Night of the Trampires' which will see a cinema release later this year.

Though Joris' compositions cross many styles, from glitchy electronica to orchestral sounds and hybrid acoustical minimalism, his focus has always been on strong, recognizable melodies and story-driven music that supports the emotions and personalities of its characters.

Lucas van Tol (Music Supervisor and Sr. Sound Designer, Guerrilla Games, NL)

Lucas (1980) graduated from the HKU with a Master of Arts diploma in sound and music production (2004) and a post graduate diploma in sound design (2006). In May 2006 he joined the sound team of Guerrilla Games during the development of the PS3 title "Killzone 2" (2009). After that he worked on "Killzone 3" (2011) and "Killzone: Shadow Fall" (2013). During Shadow Fall, Guerrilla started working on the Bafta award winning (Best New IP) PS4 title "Horizon Zero Dawn" (2017) and its downloadable content expansion "The Frozen Wilds" (2017). Lucas worked, amongst other areas, on dynamic natural environments, foley, menu sounds, diegetic music vignettes and cutscenes. In his current role as music supervisor he also helped to create the music vision and briefs and acted as the main contact point for communication with the composers. On top of that he been responsible for the adaptive music integration.

Moderator:

Mark Gordon (Founder, Score Draw Music, UK)

Mark Gordon runs Score Draw Music; a multi-award winning composition company working in film, television, advertising and animation. The last 12 months have seen the company win the Royal Television Society award for best music for their work with Dolly Parton on the pre-school animation 'Lily's Driftwood Bay'. The company also has co-written the titles music for the US box office number one film, Tyler Perry's 'Boo 2', and contribute music to the multi-oscar nominated Guillermo Del Toro film 'The Shape Of Water'. Alongside this the company's current slate of work includes music and songs for an 80 part series for PBS America, all music for a 52 part series for Disney, feature documentary score work for BBC and Channel 4, and ongoing music for a range of global brands. Mark has also programmed and spoken on music and image panels and discussions at SXSW, Primavera Pro, Paris Sync Summit, XPO North and The Great Escape.

English spoken - workshop

Publicity - The Ins and Outs with White Bear PR's Thomas Mikusz

Tolhuistuin – Tuinhuis

13:30 – 14:30

#workshop #publicity #pr #self-promotion #authenticity

In this workshop Mikusz will show you the tools you need to create your own PR. He will also talk about when it's the right time to hire a publicist, as well as how to benefit from publicity without hiring a PR firm. Because so many composers are suspicious of self promotion, and consequently dread social media and creating an online presence, he will reveal how you can make networking fun by turning it into an authentic experience. In other words, how can you make it about storytelling, collaboration and a productive experience in order to share your music and talent with the world? This workshop will not only offer plenty of practical advice, but also address the underlying mindset of promotion. White Bear Public Relations specialises in PR for composers, music supervisors, foreign film, and film and music festivals around the world. It was founded by Chandler Poling and Thomas Mikusz in 2011, sparked by a vision for a different, more personal approach to PR in the entertainment industry.

With:

Thomas Mikusz (Publicist, White Bear PR, US)

Originally from Vienna, Mikusz has used his European connections to bring international acclaim to his clients. He has represented composers at major Film Festivals, such as Berlinale, Festival de

Cannes, Sundance and Tribeca Film Festival. He is currently the US publicist for SoundTrack_Cologne, Hollywood in Vienna, Synchron Stage Vienna, and Hollywood Music Workshop. He also recently worked on the Babylon Berlin Premiere.

Masterclass - English spoken

The Composers' Toolkit by Christian Henson: Creating Unique Sonic Universes

Tolhuistuin – Concertzaal

13:40 – 14:30

#spitfireaudio #vlog #following #self-taught #bafta #ivornovello

Christian will be outlining how he created a bespoke sound set for the drama thriller Trauma and how he went about working live musicians into that universe. Furthermore, this is a unique technical masterclass revealing various "Tricks of The Trade", discussing what and what not to do when writing, programming, mixing your scores using samples.

With:

Christian Henson (Composer and CEO, Spitfire Audio, UK)

Christian is a UK based multi nominated (including Ivor Novello, BAFTA and World Soundtrack Awards), multi award winning composer. Recent work of note includes BBC TV's remake of "The Go Between", ITV's "Tutankhamun", scores for Jon Wright's epic sci fi epic; "Robot Overlords", a posthumous collaboration with Jerry Goldsmith, alongside co-writers The Flight, on "Alien Isolation" (nominated for 'Best Score' BAFTA), the historic conclusion to the Poirot franchise of which Christian composed the final 9 feature length shows. The cult TV series "Inside No. 9" with Reece Sheersmith & Steve Pemberton and the multi award winning "Fresh Meat". Henson notoriously accepts the more challenging productions from the harrowing holocaust epic "La Rafle" one of the biggest French films of recent times, Dexter Fletcher's BAFTA nominated debut "Wild Bill", Lee Tamahori's disturbing "The Devil's Double" to a trypic of insidious horror and comedies from director Christopher Smith with "Severance", "Black Death" and "Triangle". With over 45 films to his name Christian has proven to be a prodigious and versatile force within the UK film industry. Christian's heritage is from first-wave Drum and Bass and breakbeat music of the 90's with acts such as LTJ Bukem and The Freestylers. This DNA is present in all his scores alongside his unique, self-taught approach to working with the orchestra. He has collaborated with an eclectic number of artists for his scores including Graham Coxon (Blur), Dot Allison (One Dove, Death In Vegas, Massive Attack), Leo Abrahams (Brian Eno), Skye (of Morcheeba), Natasha Khan (of Bat For Lashes), Synergy Vocals (Steve Reich) and Ed Harcourt. In 2007 Christian set up the company "Spitfire Audio" providing tools for composers the world over. This company has developed a cult global following and has become a generous supporter of the UK music industry. Christian works from his scoring complex in central London, England.

Introduced by:

Wilbert Roget II (Composer, Call of Duty WWII, Lara Croft a.o., US)

Dutch spoken

Adformatie Presents: Dissecting Music for Car Adverts - By the People Who Wrote Them

Tolhuistuin – Tuinzaal

13:40 – 14:30

#audi #ford #adformatie #adverts #campaigns

Moderator Pieter Perquin (Perquisite) will interview composers Niels den Otter from Audentity, Geert van Gaalen from Studio de Keuken and Sebastiaan Roestenburg from Ambassadors about the music they made for campaigns for Ford, Fiat and Audi. This is a panel session without forced questions; just nerds dissecting the process of making music for car adverts come alive. Questions will be answered such as 'Which melody or which instruments/sounds that you added felt like you were heading in the right direction?', 'Did you already have a certain chord scheme or melody in mind?', 'Do you use software plug-ins or do you play everything live?', 'How much difference is there between the first version and the final one?', 'Were there a lot of changes between versions?', 'How do you deal with criticism and feedback?' and 'How do you deal with budget limitations?'

With:

Geert van Gaalen (Composer, Owner Studio de Keuken, NL)

Geert van Gaalen, born in The Netherlands, started his musical career at the age of 12, playing guitar in various bands, performing live in all major music-venues, meanwhile composing and producing original music. He studied Music Technology at the Academy of the Arts in Utrecht, where he developed a wide range of composition- and production-skills in many styles of music and decided to try master all, instead of specializing in one to be able to adapt and always bring a surprising approach to any kind of project.

Working since 1989 as a composer, sounddesigner, engineer, music-producer/ supervisor and songwriter in various soundstudios, Geert founded his own "Studio De Keuken" in Amsterdam in 2000, which soon became one of the first-call studios for music in advertising, film, TV, web and games, sounddesign, voicecasting and audio-postproduction.

In 2004 he founded "Dangerous Kitchen Music", an in-house Record Label and Music Production Company, servicing many requests for original music from a quickly developing international clientbase.

To further strengthen the range of international services Geert acquired ownership of "Soundscape Music" in 2015, adding a well-respected music house to the roster with strong focus on music research, Sonic Branding and original music-composition. In 2015 Geert was signed by "Max Steiner Agency" in Hollywood to develop musical projects in film, TV and advertising in the US.

Geert's soundtracks have been awarded several Gold World Medals at New York Festivals, a Silver Clio, 2x Gold at ProMax/BDA World and works with his team on many other award-winning projects, like the Terre des Hommes - Sweetie project (Cannes Lions Grand Prix for Good / 13x Gold Lion / White, Black & Yellow Pencil at D&AD).

Niels den Otter (Founder and owner, Audentity, NL)

Niels founded Audentity in 2009 after a few years learning and growing under the wings of FC Walvisch and Sizzer. At Audentity he and a team of dedicated composers, sound designers and business professionals, create soundtracks for the creative industry worldwide. They work with big brands like Nike and Heineken, but also like to dive into VR projects, fashion and art projects and create scores for short and feature films. At Audentity they offer a unique combination of music and sound on a deliberately small scale with a very personal approach. Niels believes music and sound

should be harmonized and you can make the best soundtracks by combining these two forces in the same process. They've won awards and received recognition from leading national and international agencies, production companies and filmmakers and their work is usually featured on renowned blogs and magazines.

Sebastiaan Roestenburg (Composer and Founding Partner, Ambassadors, NL)

Armed with a Fender Rhodes Piano and MPC2000 drum sampler, Sebastiaan started producing music when he was still at high school. He soon found out his real passion was writing music to picture. After Graduating cum laude in Composition For The Media And Music Production at Utrecht School of Arts (2002), he then worked as a sound designer and composer at one of the leading sound studio's in Amsterdam for almost seven years. Today, as one of the founding partners of Ambassadors, he oversees music production and composes music for international brands and agencies. He most recently worked on a film by Erwin Olaf and campaigns for ASN Bank, Audi, Postcode Loterij and de Bijenkorf.

Moderator:

Pieter Perquin / Perquisite (Composer/producer and owner Unexpected Records / Unexpected Management, NL)

Pieter Perquin started composing and producing under the name of Perquisite at the age of fourteen and never quit. He became known for his extensive collaboration with Pete Philly in Hip Hop duo Pete Philly & Perquisite. They toured all over the world, made two studio albums together and won several awards. After their split up in 2009, Perquisite moved into the field of film composing and was awarded with a Golden Calf for his first movie score. Since then, he has composed the music for seven feature films and several short films and documentaries. In 2015 he started working together with singer/songwriter Jeangu Macrooy as his producer/co-writer and manager. Both debut EP 'Brave Enough' and debut album 'High On You' were nominated for an Edison Pop Award; a sophomore album is in the making. Besides this, Perquisite runs his label Unexpected Records and is chairman of BAM!, the Dutch Songwriters Society.

English spoken

Workshop by Future Phonic Studios & Abbey Road Institute: Sound for Virtual Reality

Tolhuistuin – Kantoor

13:40 – 15:40

#virtualreality #3D #audiophile #audioproduction #abbeyroad

3D audio concepts have been around for decades, interest in 3D audio has only really resurfaced recently due to the emergence of new immersive formats for cinema and the advent of Virtual Reality. Major advances in gaming technologies, such as cost-effective head-tracking and immersive visual headsets have paved the way for commercially viable virtual reality to be delivered to the individual. Now, consumers finally have the opportunity to experience new gaming, cinematic and social media experiences with truly immersive and interactive 3D audio and video content. Whether you're a novice, audiophile, or a seasoned professional in the field of VR, the event brings together Grammy-nominated and leading industry professionals who will provide you with a valuable introduction to our educational programme, delving into the techniques and tools necessary for a truly immersive 3D audio production in cinematic, documentary, commercial, musical, game-based & room-scale VR

experiences. This 2-hour interactive lecture and discussion will also provide attendees with the opportunity to sign up for an in-depth 2-day workshop in Amsterdam organised by Future Phonic Studios and Abbey Road Institute Amsterdam. The programme will include lectures at the legendary Wisseloord Studios in Hilversum and hands-on practical exercises, examples, demos, and listening sessions in a state-of-the-art recording studio at Abbey Road Institute Amsterdam.

With:

Richard Burki (Founder & General Manager at Future Phonic Studios, NL)

Richard is the founder of Future Phonic Studios – a production agency crafting bespoke sound & music, custom-tailored for Virtual Reality, Augmented Reality, Mixed Reality & 3D media formats. Future Phonic Studios was established to bridge the gap between sound & vision in these emerging mediums by educating and demonstrating the potential of 3D sound and music to the creative minds that will be responsible for the next generation of immersive experiences.

David Miles Huber (4x Grammy-nominated musician & producer and author of "Modern Recording Techniques", US)

David has been pioneering music and alternative-media projects for over 20 years in surround and more recently in immersive 9.1 formats. His most prominent book "Modern Recording Techniques" is the standard recording industry text worldwide. He also teaches audio production in workshops across the globe and provides a short "Intro to Audio Recording" class as part of the University of Washington in Seattle, USA.

Tom Pearce (Director of Operations at FLIP Entertainment, UK)

Tom began work as a studio engineer in London during the 70s with a number of major recording artists. Touring and recording with the likes of Elton John, Eric Clapton, George Harrison, Jimmy Page and Jeff Beck and eventually serving as Elton's private engineer and producer for nearly two decades. In addition to teaching at various SAE campuses Tom has developed content for TV, managed international live productions and produced several upcoming artists whilst creating sound-design, composing and licensing music for games.

Robin Reumers (Director of Education at Abbey Road Institute Amsterdam, NL)

Robin is an audio engineer and the Director of Education for the Advanced Diploma in Music Production & Sound Engineering at Abbey Road Institute Amsterdam, director and product developer at his software plug-in company: Leapwing Audio and chief engineer at Sonic City Studios. Robin was the CTO at Galaxy Studios in Belgium for 7 years during which he was responsible for the expansion of the studios and their technical maintenance in an increasingly digital era, ensuring that Galaxy Studios remained at the cutting edge of immersive audio production.

Dutch spoken

Book presentation: You Shoot, I Score!

Tolhuistuin – Tuinhuis

14:50 – 15:40

#bookpresentation #survivalguide #composing #getstarted

Karl Heortweard will present his book *You Shoot, I Score!* - de survivalgids voor mediacomponisten in Nederland - (a survival guide for media composers in the Netherlands). It's targeted at aspiring

composers and musicians as well as professionals seeking to branch out or cross national borders. For this book he interviewed over 30 composers and industry professionals from the Dutch and international film, TV, game and other media industries. He will share the results of these interviews, together with an overview of the book and how it might help you. It is intended to give you enough information, plus the tools and mindset, to get started as a music professional for film, TV, games and more!

With:

Karl Heortweard (Composer, NL)

Karl is a composer for film and TV. He graduated as Bachelor of Music and Bachelor of the Arts in the Netherlands, but learned composing for film and other media in Stockholm. He started off composing for theatre, games, commercials and numerous short films. In 2015 he wrote additional music and assisted Floris Verbeij with the theatrical film 'Hallo Bungalow', soon followed by 'Rokjesdag' in 2016. In 2017 he garnered credits on international feature films that got great reviews at film festivals worldwide – the Albanian film 'Elvis Walks Home' and an award-winning Indian art-house film 'Love and Shukla', screened in Busan, Palm Springs and Seattle.

English spoken

Ilan Eshkeri: From The Sims to Space, Composing in Various Fields

Tolhuistuin – Concertzaal

14:50 – 15:40

#no1 #classicalchart #shaunthesheep #ballet #burberry #timpeake #space #stillalice #louvre #thesims

Ilan Eshkeri is an award winning British / French composer whose work uses multiple disciplines in various fields of art. Composer, songwriter, producer and conductor, Eshkeri's work is performed in concert halls, theatres, galleries and commissioned for film, television and video games. For example: he composed music for a fashion show by Burberry, for a space mission and movies including Still Alice and Shaun the Sheep. This eclectic body of work is linked by his love of narrative. As you can imagine, Buma Music in Motion would love to go in-depth with Eshkeri in a Q&A about composing in various fields and asked the Dutch legendary composer and artist Stephen Emmer to go on stage and interview Ilan.

With:

Ilan Eshkeri (Composer, UK)

Last year Eshkeri created the ballet Narcissus and Echo, choreographed by famed dancer Sergei Polunin with set designs by photographer David LaChapelle. Eshkeri was also recently commissioned by Burberry for their game-changing Autumn fashion show in London, where he conducted his choral symphonic suite Reliquary, which subsequently reached no. 1 in the classical chart. He also created music for the European Space Agency's British astronaut Tim Peake's Principia mission to the International Space Station. Eshkeri has collaborated with many artists, including Annie Lennox on a live orchestral show of her songs, David Gilmour on his solo record 'On an Island', written a song for Sinead O'Conner, and worked with rock bands and pop stars including KT Tunstall, Tom Odell, Ash and The Cinematic Orchestra. He has also collaborated with avant-garde electronic artist Amon Tobin, re-composing the electronic music for symphony orchestra, performed at the Royal Albert Hall. Eshkeri composed a symphonic tone poem about a Korean artist for the Louvre in Paris, and conducted the work to projected visuals of the art to thousands in the gardens of the Louvre. He has

collaborated with infamous British art duo Jake & Dinos Chapman, legendary naturalist David Attenborough, as well as fashion brands, dancers and astronauts. Amongst his extensive catalogue of over fifty film & television scores are multiple Oscar & BAFTA winning films such as Still Alice, The Young Victoria and Shaun The Sheep. Eshkeri has been nominated for an Ivor Novello award, as well as nominated for a BAFTA for The Snowman & The Snowdog, where he co-wrote the hit 'Light The Night'. Eshkeri is signed to Globe, a division of Universal Records.

Moderator:

Stephen Emmer (Composer and Artist, NL)

Stephen Emmer is a Dutch composer/arranger/artist from Amsterdam. In his childhood he learned how to play a local wind instrument in India, voodoo infused percussion in Aruba and guitar in Surinam whilst traveling the world with his mom. He's known as a composer for media projects, art exhibitions, experimental film projects, show events, radio shows, documentaries, tv and radio stations and short feature films. In 1988 he won an award at the prestigious Prix de Rome. He collaborated with a wide variety of artists such as; Lou Reed, Chaka Khan, Patti Austin, Leon Ware, Midge Ure, Julian Lennon, Glenn Gregory, Billy MacKenzie, Mary Griffin, Peter Coyle, Claudia Brucken, Martha Ladley, Kazu Makino, Richard Burton, Ken Nordine, Ursula Rucker, Alan Ginsberg, Michael Lonsdale, Carlos Drummond de Andrade, Sylvina Ocampo and Kurt Schwitters to name but a few. He worked with legendary producers like Tony Visconti, Flood, Trevor Horn, Steve Power, Martin Hannett, Nigel Gray and Bob Power.

Dutch spoken

The Art of Teamwork with Alex Simu, Boudewijn Koole, Gys Zevenbergen

Tolhuistuin – Tuinzaal

14:50 – 15:40

#verdwijnen #disappearance #goudenkalff #teamwork #boudewijnkoole #rifkalodeizen

Composer, Gouden Kalf (Dutch Film Award) and Buma Award winner Alex Simu, editor Gys Zevenbergen and director Boudewijn Koole worked together on the movie 'Verdwijnen' / 'Disappearance', which is not in itself particularly unusual. But Simu is not a regular composer, so how did the process work, what was the role that each took and who made the final decisions? What did they discover about the process of sharing creative input and artistic responsibility from the experience, and, most importantly, would they do it again?

With:

Alex Simu (Composer, NL)

Alex is an award-winning, internationally acclaimed clarinetist, saxophonist, and composer. Born in Romania, Simu followed a music education from a young age. In pursue of an international music career, he moved to the Netherlands at age 22, where he began his studies at the Prins Claus Conservatory in Groningen, obtaining a Bachelor degree in Jazz Saxophone, followed by a Masters degree from the Amsterdam Conservatory. In 2007 he received an HSP Huygens scholarship to study at the Manhattan School of Music in New York. In 2008 he was awarded the First Prize of the Utrecht Holland Casino Jazz Contest. The same year he won first prize of the Dutch Jazz Competition at the North Sea Jazz Festival in Rotterdam, and in 2009 was awarded with the EBU jazz scholarship, and became a member of the European Jazz Orchestra for the project Swinging Europe lead by Peter Herbolzheimer. After completing his studies, Alex Simu co-founded the Dutch-based quartet Arifa.

Also a film music composer, Alex Simu has worked since 2010 on a great number of award-winning international film productions. In 2016, he was awarded with the Golden Calf by the Dutch Film Academy for the Best Music of *Beyond Sleep*. Since 2015, Simu is Head and Professor of clarinet within the jazz and world music departments of the Codarts Conservatory in Rotterdam.

Boudewijn Koole (Director and Creative Producer, Witfilm, NL)

Boudewijn (1965) is a Dutch film director. Started out as documentary maker, he made his first fiction film in 2012: *Kauwboy* (Little Bird), that immediately became the Dutch entry for the Oscars. His second film *Beyond Sleep* (2016) was the opening film at the International Film Festival Rotterdam and has won him various awards, including a 'Gouden Kalf Award' (the most important prize in Dutch Cinema) for direction. *Disappearance* (2017) was elected best film at the festival Les Arcs by French film critics. His dance film *Off Ground* (2013) won Koole several awards nationally and internationally as well. Currently, Koole is working on his second wordless film *Meis*, again with choreographer Jakop Ahlbom, but this time it is of feature length, and he is working on an adaptation of Hokwerda's *Kind* by Dutch novelist Oek de Jong. In addition to being a filmmaker, Koole owns production company Witfilm together with Iris Lammertsma, where he is creative producer.

Moderator:

Frank Janssen (Striped Elephant, NL)

Frank Janssen has worked in various disciplines in the music industry. Starting at the record store and local radio station to music journalist to eventually become editor-in-chief of the trade publication *Entertainment Business*. After his period as marketing manager at Sony Music, he started his own communication company and became teacher entertainment marketing at the Hogeschool Utrecht. In 2007 he returns to *Entertainment Business* and starts with the new trade publication *EB Live* for the live entertainment industry. At the beginning of 2014, Janssen makes his transfer to Buma/Stemra to become Head of Communications & PR until the end of 2017. In 2018, he and two partners start the content marketing agency *Striped Elephant*, which works for various clients in and outside the entertainment industry.

Dutch spoken

BAM! Presents: Digital Revolution in TV and Radio - and the Music Revenue Model of the Future

Tolhuistuin – Tuinhuis

16:00 – 16:50

#future #mediacomposer #broadcasting

What might the business model of the future look like when 5 or 10 years from now, there is no longer any linear television or radio, with all channels broadcasting only via the internet? What do Buma/Stemra and Sena think about this? And how do producers and publishers see that vision of the future impacting on them? The aim of the panel is to map out the challenges of the future for rights holders and to examine how we can best respond to this. Nobody knows exactly what the future will bring but we can prepare ourselves for a further shift to online distribution.

With:

Tjeerd Bomhof (Songwriter, boardmember BAM!, NL)

Tjeerd has put out records and played shows with his indierockband Voicst, solo project Dazzled Kid and hiphop duo Dazzled Sticks. He's also a prolific songwriter and producer, helping out artists, filmmakers and brands all over the planet with music and lyrics for their projects. As a founding member of BAM!, the Dutch Songwriters Society that keeps an eye out for the interests of a new generation of composers, he tries to stay on top of the latest trends in (music) business and technology.

Markus Bos (CEO, Sena, NL)

During his entire career Markus Bos has been active in the Media and Entertainment industry. After his graduation in Communication Science from the University in Nijmegen he started as a management trainee at VNU (United Dutch Publishers) focusing primarily on contract publishing. Subsequently he has held various management positions at Roto Smeets De Boer, at that time one of the leading independent full service printing companies in Europe. During this period he successfully completed the Executive MBA program at the University of Rotterdam. Markus was appointed to Managing Director of United Broadcast Facilities in 2006, leading the television services provider through the transition from tape-based to fully digital HD workflows. Since 2011 Markus is Chief Executive of Sena, the Dutch Music Licensing Company representing the interests of 25.000+ performers and producers, and Board member of the trade organizations VOICE in The Hague and SCAPR in Brussels.

Wim van Limpt (CEO, Buma/Stemra, NL)

On June 15, 2016 Wim van Limpt was named as the new CEO at Buma/Stemra. Buma/Stemra is the copyright organization of authors and music publishers in the Netherlands and represents the interests of its members worldwide. Van Limpt has been with Buma/Stemra since 2007 and in the last five years he was active as manager of the Member Service Department and General Licensing Department. While serving as manager he developed and implemented a new work process for the department, which resulted in an ECCS certification; a European quality standard for customer contact centers. In year 2015, Van Limpt received the Custom Contact Manager of the Year Award by the professional association of contact centers (CCMA) for his distinguished working methods and the Member Service Department's achievements. Wim is a Board of Directors member at many organizations and in addition to that he has also given numerous keynote speeches around the world about the latest insights and important trends & developments in the music industry (i.e. Blockchain and artificial intelligence).

Niels Walboomers (Managing Director Sony/ATV Music Publishing Benelux, NL)

Niels Walboomers founded Walboomers Music, a record store & music distributor in Amsterdam in 1996, together with his brother Marc. By operating in niche markets (Hip Hop, Reggae, and Latin) Walboomers found its niche. The first chart success came with Beenie Man's "Who Am I" & Sean Paul's "Gimme The Light". The brothers started a record & music publishing company to sign artists & writers directly. The first signing on Walboomers was Aventura. "Obsesión" was an immediate success throughout Europe. More successes followed among which Dutch Iconic hip hop act Lange Frans & Baas B can be found scoring 2 national no.1 songs. In 2010 Walboomers Publishing made its first US top 40 hit with Afrojack's "Take over Control". In September 2010 Walboomers became managing director of Sony/ATV Music Publishing. Niels still owns Walboomers Publishing, is board member at Buma Stemra and chairman of the Dutch Music Publishers Association (NMUV).

Moderator:

Rita Zipora (Songwriter, board member BAM!, NL)

Rita Zipora is a songwriter, musician and moderator. She released two well-reviewed solo-albums and toured the country with her band. Rita Zipora graduated in 2016 from her master studies at the Conservatorium van Amsterdam with a thesis on copyright in the digital domain. She holds a chair in the Council of Members of Buma/Stemra, is a board member of BAM! (Beroepsvereniging voor Auteur-Muzikanten), and works as a moderator and speaker on copyright, music and entrepreneurship on international events and conferences. Apart from writing her own music, Zipora has been co-writing tracks with many other artists and has written several songs for musical-productions and commercials.

English spoken

TV Promo's: Sync's New Best Friend

Tolhuistuin – Concertzaal

16:00 – 16:50

#tv #promo #sync #sky #primetime #exposure #revenue

From Game of Thrones to True Detective, television drama continues to produce content previously only available in the cinema; consequently production values (and budgets) are increasing exponentially. Alongside that, the huge audiences that tune into sporting events are enticed by sporting moments where music is a key element in generating drama. These days TV promos, and their associated music feel more like cinematic trailers than ever. They are epic, nuanced, and huge in scale and ambition. Add to this the fact that a prime-time promo can be repeated thousands of times before a show airs, and suddenly the value, exposure and revenues that music in TV Promos can generate make them the hottest tickets in sync.

With:

Peter Bradbury (Head of Music, Sky, UK)

Peter's first career was as a songwriter and performer in the 1990's. He lives in London and has worked in the UK broadcasting industry for the last 18 years specialising in music rights. His career has included stints at ITV and the BBC where he was responsible for all music licensing agreements before becoming Head of Rights for the BBC World Service. Peter joined Sky Television as Head of Music in January 2013.

Moderator:

Mark Gordon (Founder, Score Draw Music, UK)

Score Draw Music is a multi-award winning composition company working in film, television, advertising and animation. The last 12 months have seen the company win the Royal Television Society award for best music for their work with Dolly Parton on the pre-school animation 'Lily's Driftwood Bay'. The company also has co-written the title music for the US box office number one film, Tyler Perry's 'Boo 2', and contribute music to the multi-Oscar nominated Guillermo Del Toro film 'The Shape Of Water'. Alongside this the company's current slate of work includes music and songs for an 80 part series for PBS America, all music for a 52 part series for Disney, feature documentary score work for BBC and Channel 4, and ongoing music for a range of global brands.

English spoken

The Business of Music: Do You Really Need an Agent?

Tolhuistuin – Concertzaal

16:00 – 16:50

#agent #fee #business #composer

This discussion will cover some of the most frequently asked questions posed by (Dutch) composers about aspects of the composer's business team by covering issues such as how to find new business, and whether you really need an agent. Agents in the media composing area differ from that other types of agents because they tend to know far more about their clients' art than a booking agent probably would, plus they have operational skills that resemble a producer's, and they frequently develop intense relationships with their clients, much like managers. Their work covers an array of tasks not handled by regular agents, and they're involved in every phase of the game. But is it really necessary to have an agent? Can you find work without an agent? And for the Dutch delegates: are US or UK-based agents signing compositional talent from overseas? And how much is typically taken from the composer's income?

Powered by DutchCulture / Creative Europe Desk NL and BCMM

With:

Vanessa Henneman (talent manager/agent, NL)

Vanessa Henneman (Amsterdam, 1968) studied Drama in Guildford and Film and Television Sciences at the London Institute. In The Netherlands she worked for several years as a director and producer. During this period she also studied law at the University of Amsterdam and graduated in 2000, specialized in Entertainment Law.

Vanessa Henneman started her own company Henneman Agency in 2005, which is now one of the leading talent agency's in The Netherlands, representing over 150 prominent actors, writers, directors and composers. Henneman Agency plays a key strategic role in the Dutch entertainment industry. In addition to the standard services as agency, Henneman Agency initiates new TV, film and theatre projects.

In 2015 Vanessa Henneman initiated a new company in collaboration with two other European agencies: The European Talent Network (ETN). ETN's founding fathers Teamplayers (Denmark), Spiel-Kind (Germany) and Henneman Agency (The Netherlands) share a clear vision and strategy to broaden the scope of European talent and to advise and facilitate international producers and casting-directors on talent packaging. ETN strives to be a 'One Stop Shop' for European talent. Talent carefully curated by its partners and associated partners (agencies in the UK, the Balkan, Belgium, Poland etc).

Vanessa is a EAVE alumni (2013), an Inside Pictures alumni (2016), a board member of the European Film Academy representing the Benelux and was listed as a Future Leader by Screen International in 2016.

Maggie Rodford (Managing Director, Air-Edel Group, UK)

Maggie is the Managing Director of Air-Edel, incorporating one of the world's leading music publishing and production companies, representing composers worldwide. The company has offices in London and Los Angeles. Maggie studied music, playing piano and cello and singing in choirs including the BBC Chorus. Maggie trained as a music engineer and prior to joining Air-Edel worked at

both the BBC and EMI. Maggie works closely with composers, negotiating contracts, producing, music supervising and co-ordinating music recordings. She has worked as music producer, co-ordinator and supervisor on many high profile films scores including 'Murder on the Orient Express', 'Paddington 2', 'Darkest Hour', 'The Emoji Movie', 'Kubo and the Two Strings', 'A United Kingdom', 'Everest', 'Cinderella' and many more. Maggie served as a PRS Director for many years and was an active member of the PRS Executive Board. Maggie was a member of the BAFTA Film committee for four years and is currently the Chairman of the BAFTA Archive, Heritage & Exhibitions Committee. In 2004, Maggie was presented with The Malaika Award in recognition of her work with the African Children's Choir. In 2012, Maggie was awarded an APRS Fellowship.

Moderator:

Gary Smith (Journalist, FR)

Multi-lingual (French/Spanish/Dutch) journalist, translator, copy writer and daytime conference programmer/moderator at the Amsterdam Dance Event and at the Brazilian Music Conference (BRMC). Regular writer for Television Business International (TBI), Cannes Lions Daily News, Location International Magazine, MIDEM News, MIPTV & MIPCOM News, Sportel and the Monte Carlo TV Festival magazine. Specialist subjects include music, technology, social networking, advertising, online media, sport and business strategy.

English spoken

The Music Behind Imaginary Animated Worlds

Tolhuistuin – Concertzaal

17:10 – 18:00

#animation #singlelife #oscarnomination #losangeles #thelittlevampire #blenderstudios #pharrell #amazon

Animation has, according to Rolling Stone magazine, gone through some important and fundamental changes. In a recent article the magazine stated that 'what was once considered a cinematic distraction for children has blossomed into a medium that's as creatively fertile and emotionally resonant as any live-action films aimed at the 18-and-over crowd'. And music also has come a long way thanks to animation. Whether it's a subtle underscore or heavily composed themes, music is an essential part of animated projects that helps flesh out the imagined world and the characters that live in it. A group of leading composers discuss the craft of marrying music to animation for film and television and reveal the sources of inspiration that bring these characters to life.

Powered by DutchCulture / Creative Europe Desk NL

With:

Vidjay Beerepoot (Composer, NL)

Vidjay Beerepoot is a composer from the Netherlands. He has worked internationally as one of Europe's youngest established professional composers on some of the most popular TV shows and biggest films in Europe.

Now located in L.A., Vidjay continues to develop his career with a special focus on animation. He composed the score for the animated feature The Little Vampire 3D that was released theatrically worldwide in 2017. Vidjay also composed the score for the award winning animated film "Agent 327, Operation Barbershop" from Blender Studios in Amsterdam.

For the upcoming animated feature "Ainbo" Vidjay will compose the score and songs. This movie will be released in theaters worldwide in 2020 and it will be one of the largest, most relevant and important Latin American animated features.

Besides animation, Vidjay also works on several live action TV shows, movies, video games and commercials.

Alex Dowding (Creative producer, Submarine, UK)

I'm a creative producer who has been working in animation for 15 years. I started in London working at Framestore when I was fresh out of University and soon after that went to work at Illumination Macguff in Paris on movies such as Despicable Me, The Lorax and The Minions. During this time I was an editorial manager which gave me a key insight into how story, music and animation come together to create the finished article. I was lucky enough to work with John Powell, Heitor Pereira and Pharrell Williams on these productions and was even lucky enough to collaborate musically with Pharrell himself at one point! Now I am based in Amsterdam and I am producing an adult animation series for Amazon entitled Undone.

Job Roggeveen (Composer, Job, Joris & Marieke, NL)

Roggeveen is one of the founders of Dutch animation studio Job, Joris & Marieke. In 2013 their slasher film MUTE was released. Their second short A Single Life was nominated for an Academy Award® in the category best animated short in 2015. Since then the studio focused on making short films. (Otto) was released in 2015 and it had premiere at the TIFF festival in Canada and it was nominated for a Rocky Award. In 2016 their 21 minute film Heads Together, made in co-production with Viking Film and VPRO, was released and it has been nominated for the Prix De Jeunesse. Altogether, their films and music videos won over 75 awards and were screened at more than 300 film festivals worldwide. Job is also the composer in the studio. And he is the creator of the music project Happy Camper.

Moderator:

Gary Smith (Journalist, FR)

Multi-lingual (French/Spanish/Dutch) journalist, translator, copy writer and daytime conference programmer/moderator at the Amsterdam Dance Event and at the Brazilian Music Conference (BRMC). Regular writer for Television Business International (TBI), Cannes Lions Daily News, Location International Magazine, MIDEM News, MIPTV & MIPCOM News, Sportel and the Monte Carlo TV Festival magazine. Specialist subjects include music, technology, social networking, ad-vertising, online media, sport and business strategy.

English spoken

Got It Covered? Exploring Tracks and Trends: Using Cover Versions in Films, Trailers, Television and Advertising

Tolhuistuin – Concertzaal

17:10 – 18:00

#covers #sync #advertising #apple

The last five to ten years have seen an explosion in the use of covers of well-known songs across all media. From the ubiquitous quirky ukulele, handclaps and glockenspiel sound of many covers used in

advertising (thank you, Apple) through to the contrapuntal slow, dark, moody cover of a pop song used in a global film trailer. Both examples work by virtue of the recognizability of the repertoire, but also because the budget for clearing an emerging band or songwriter's master recording of a classic and otherwise expensive song, can sometimes make the difference when landing a successful placement. But what are the styles, genres and the most clearable premier league songs that can be covered for potential for media use? This panel will analyse and illustrate how to create and place successful cover versions.

With:

Janesta Boudreau (Owner and Sync & Licensing Director, Rocking Horse Road Productions, CA)
RHR is a full service Sync and Licensing Agency - with a great OneStop roster and the recently launched CONVERSION - a sync focused covers catalogue for high quality and sync ready clearable cover songs. Under the RHR banner, Boudreau also does video game music supervision, including the iPhone / Android app game Music Mogul. She moved to Frontier Developments games and trailers in 2014 where she worked on games and soundtracks for Elite Dangerous, Planet Coaster, Planet Coaster DLC, and is currently supervising for the upcoming Jurassic World Evolution. She recently gained recognition at the Music Week Sync Awards as a 2018 Nominee for Music Supervisor (Video Games).

Ilana Goldstoft (Sync & Licensing Manager, Sizzer Amsterdam, NL)

Before joining the company in 2015 Ilana was active in the music industry for 12 years as a booker, talentscout and manager. Ilana was responsible for the award-winning 'When You Drive, Never Drink' Heineken campaign, as well as syncs for Chanel, Audi, Volkswagen and Opel. She is the co-founder of Chicks in the Biz, a network organization focused on women in the music industry, and organizer of Amsterdam Sync Drinks. Sizzer Amsterdam is an internationally operating music agency with offices in Amsterdam and Berlin. One of the leading agencies in the world of music for images, their network of unusual suspects and ground-breaking artists helps them combine creativity and experience as they help brands find edgy and offbeat musical solutions.

Tristan Wilson (Head Of Sync & Brand Partnerships, Downtown Music Publishing, UK)

As Head of Sync & Brand Partnerships at Downtown Music Publishing, Wilson drives collaborations with advertising agencies, music supervisors, and brands to leverage inspiring opportunities in Europe both creatively and commercially for Downtown's client roster.

Wilson joined Downtown after nearly five years as Senior Creative Manager at Warner Music UK where he successfully led various brand partnerships and advertising campaigns with artists including Coldplay, Dua Lipa, Royal Blood, and Ed Sheeran. His career began at independent labels Beggars and Domino before moving to BBH, where he worked as a music supervisor across brands such as Audi, British Airways, Google, and Lynx.

Moderator:

Mark Gordon (Founder, Score Draw Music, UK)

Score Draw Music is a multi-award winning composition company working in film, television, advertising and animation. The last 12 months have seen the company win the Royal Television Society award for best music for their work with Dolly Parton on the pre-school animation 'Lily's Driftwood Bay'. The company also has co-written the title music for the US box office number one film, Tyler Perry's 'Boo 2', and contribute music to the multi-Oscar nominated Guillermo Del Toro film 'The Shape Of Water'. Alongside this the company's current slate of work includes music and

songs for an 80 part series for PBS America, all music for a 52 part series for Disney, feature documentary score work for BBC and Channel 4, and ongoing music for a range of global brands.

English spoken

Music Is Like Glue

Tolhuistuin – Concertzaal

17:10 – 18:00

#brandpartnerships #soundbranding #advertising #influence

Culture is, at root, simply what people are talking about in terms of the films they've seen, the clothes they just bought or the music they love. Culture, like a brand, is a living, breathing entity that adapts to technological and societal changes, and for brands to remain relevant, they too must attune themselves to current culture in order to help consumers navigate their way through these seismic changes. Music is a big part of that culture because it is big and influential, which is why brands find it so very interesting and useful. When companies want consumers to be emotional about their brands and to connect in an "authentic" way, music is the glue which makes that happen. This panel will look at both sound branding and brand partnerships, as well as the use of music in the digital world. These partnerships, if done well, truly can shape culture. But how should we work with each other ethically and effectively? This panel will bring together representatives from a sound branding agency, an advertising agency and the media to look at the unique and unfolding opportunities for music in collaboration and partnership with brands, ad agencies and marketers.

Powered by DutchCulture / Creative Europe Desk NL

With:

Deniz Alkac (Bruut Amsterdam, NL)

Still in his mid-twenties, but already exceptionally experienced: Deniz Alkac is the executive producer and managing director of Bruut Amsterdam.

Dropped out of school and fulltime working since the age of 16, he started his career at the Dutch national broadcasters private talent program 'BNN University', combining it with a two-weekly new media-related column in one of Hollands leading newspapers 'NRC Handelsblad'.

Only at the age of 17, Deniz got accepted to Radio 538's (Hollands #1 hit radio station) private talent-program. But he didn't stay there very long, because being at the summit of old media, he became fully aware of the shifting from traditional media to new media. He had to be part of this and started Bruut Amsterdam.

One of the first projects he took on was the development and production of one of Holland's very first YouTube campaigns back in 2013. Ever since Bruut Amsterdam has grown into a leading branded video content agency servicing agencies, brands, networks and publishers.

Ravi Amaratunga Hitchcock (Pi Studios, NL)

Ravi is an award-winning entertainment executive. He is an ex-commissioner for Channel 4, and set up and ran video departments at Dazed Media and i-D (VICE Media). He specialises in pop culture-focused entertainment having executive produced hundreds of documentaries and films for Channel 4, Dazed, VICE Media and i-D and a host of brands. He has also created shows such as Channel 4's Music Nation and TV strands such as Random Acts. He has produced work with a host of talent

including FKA twigs, Mount Kimbie, James Franco, Björk, Nile Rodgers, Marina Abramovic, Grace Neutral, Willow Smith and many more.

Pi Studios is an entertainment company that connects stories and talent to alternative sources of funding and distribution – helping create maximum impact in the digital and social age. It is an enthusiastic supporter of ideas that move the world forward.

Jan Willem Klein Willink (BLCKBRD Sound Branding, NL)

After graduating from the University of Twente he worked subsequently at Hewlett-Packard, Nike and Heineken. After his career at Heineken he worked in the radio broadcasting industry as director of Arrow Jazz FM and program manager at Digital Radio+. He started BLCKBRD Sound Branding together with Mathijs Duringhof to further develop and explore the strength of the power of sound for brands.

With BLCKBRD Sound Branding sound is taken on a brand-identity oriented view so that the use of branded audio across all customer touchpoints will make a brand recognizable and memorable. It is known that consistent use of sound and sound logos is beneficial for marketing campaigns and brands. Besides that, the increasing number of brand-touchpoint as well as many new developments in and around voice ask for a consistent and coherent sound. BLCKBRD works for brands like Basic-Fit, Ketel One Vodka, Euro Hockey League, LeasePlan and Baileys.

Jan Willem holds a Business degree at the University of Twente and is a visiting professor at the Hogeschool Utrecht (University of Applied Sciences Utrecht) and Radboud University Nijmegen. His hobby and voluntary work also reveals his passion for sound playing saxophone in different bands and being active in organizing the Loosdrecht Jazz Festival.

Moderator:

Frank Janssen (Striped Elephant, NL)

Frank Janssen has worked in various disciplines in the music industry. Starting at the record store and local radio station to music journalist to eventually become editor-in-chief of the trade publication Entertainment Business. After his period as marketing manager at Sony Music, he started his own communication company and became teacher entertainment marketing at the Hogeschool Utrecht. In 2007 he returns to Entertainment Business and starts with the new trade publication EB Live for the live entertainment industry. At the beginning of 2014, Janssen makes his transfer to Buma/Stemra to become Head of Communications & PR until the end of 2017. In 2018, he and two partners start the content marketing agency Striped Elephant, which works for various clients in and outside the entertainment industry.

BMIM Drinks

Tolhuistuin – Tuinhuis

18:00 – 20:00

#networking #drinks #snacks #beats

This year BMIM once again opens its doors to the wider creative community with a networking event that gives BMIM delegates the opportunity to meet and chat with the very best minds in this creative city over a snack, a drink and some tastefully selected beats.