

DAY I / May 28th / SEO AND CONTENT MARKETING

Timetable:

10:00 - 12:00 part 1

12:00 - 13:00 break

13:00 - 15:00 part 2

How to befriend Uncle Google

It's all about possibilities hidden in Google. What to do to shine bright in organic search?

Why is it worth it? How to think about music, artists, music business in the online world? And why even big companies are fighting for Google's TOP 10 when everybody knows them well?

Speaker: Mariola Borowska

SEO and Content Marketing wizard. She spends her days on making brands, products, services, people "shine" in Google. She leads large, multilayered projects of the biggest, international companies but she always finds a time to help and advise people and organisations from the creative sector. Mainly because once upon a time she was one of them (not only she is a musician but for years she also wrote about music, jazz to be precise).

DAY II / May 29th / SOCIAL MEDIA AND STREAMING PLATFORMS

Timetable:

11:00 - 12:30 Social Media / Katarzyna Krawczyk

12:30 - 13:00 break

13:00 - 14:15 Spotify Masterclass / Arielle Fischer

14:15 - 15:15 lunch break

15:15 - 16:30 YouTube / Bodrogi Bozán András

SOCIAL MEDIA (11:00 - 12:30)

Topics:

1. Building an (your) audience/community with Facebook & Instagram
2. Testing the tools and presentation of "best practices"

Speaker: Katarzyna Krawczyk

Graduated from Media and Communication Studies at the University of Wolverhampton (England) and English Language as well as New Media Studies at the University of Lodz (Poland). She has experience as an event coordinator (Foundation of Visual Education in Lodz - Fotofestiwal Lodz, Dialogue Center in Lodz,



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Urban Forms Foundation) and social media manager (Stołeczna Estrada in Warsaw - Cross Culture Music Festival 2018, Filminteractive Festival). Since November 2014 she works in Fabryka Sztuki in Lodz (Art Factory in Lodz), city culture institution, in which she is responsible for marketing and promotion of the institution, its music events and biggest project – Art_Inkubator, incubator for young companies from the creative sector. Never leaves her mobile phone, always online.

SPOTIFY MASTERCLASS (13:00 - 14:15)

The goal for this session is to equip you with all the information and tools you need to help you and your artists build your presence on Spotify.

Topics:

1. Spotify Products – how to share and grow your audience
2. Spotify Playlists – how to pitch for playlists and how they work
3. Resources

Speaker: Arielle Fischer

Spotify's Artist & Label Partnership Manager for Eastern Europe. Her day-to-day involves communicating with artists, managers, labels and distributors, in order to support their music and promotional activities. She also provides help in understanding the tools available on Spotify to reach new and existing audiences.

YOUTUBE FOR ARTISTS AND LABELS (15:15 - 16:30)

From new platform features, via content strategy 'till the optimal ways of monetization! This short presentation displays the recent changes of the YouTube platform for artists, explores channel and video optimization techniques, lists creative formats of music related content. It also provides useful information on optimal revenue generation and rights management topics.

Speaker: Bodrogi Bozán András

András worked on various fields of the music industry (EMI Records, Music Export Hungary, WM Music Distribution) as new business, marketing and project manager, gained an expertise in digital music and online communication, helping labels and artists in this challenging era of music content creation and performance. Currently he is an external consultant and expert partner of Google Hungary, conduct trainings to YouTube partner companies, creative and media agencies, labels, artists, brands and content creators to reach their goals with audiovisual content. Andras is also working as YouTube specialist at The State51 Conspiracy, a London based music company, helping independent labels and artists in rights management and monetization on YouTube. He is a guest lecturer, a trainer and tutor (JUMP – the European Music Market Accelerator) of various educational programs, marketing, media and communication departments of universities, in music related conferences and festivals.

DAY III / May 30th / PR & MEDIA RELATIONS

Timetable:

11:00 - 12:40 Introduction To "Traditional" and "Not-So-Traditional" PR (10 min break around 11:50)

13:00 - 14:00 lunch break

14:00 - 16:00 Let's Ask Experts! Interviewing Journalists (10 min break around 15:00)

Introduction To "Traditional" and "Not-So-Traditional" PR (11:00 – 12:40)

How to successfully promote culture? How to ensure effective publicity without a budget? How to plan publicity efforts and information campaigns? How to communicate with the media effectively? An overview of the most interesting campaigns and communication practices.

Speaker: Piotr Partyka

Spokesman, PR manager, image advisor. He has been responsible for the promotion and publicity of some of the biggest events in Poland. He has worked for many institutions, companies, and artists. He has promoted festivals, performances, exhibitions, anniversary events, and concert tours. He is also active in the NGO sector, collaborating with various foundations and associations to promote effective communication practices. Since 2010, he has been heading Pracownia Szumu, the first PR agency in Warsaw to tailor its services to the culture sector (www.pracowniaszumu.pl).

Let's Ask Experts! Interviewing Journalists (14:00 - 16:00)

This format is all about swapping places. The participants get a chance to get to know the invited journalists and better understand their job by asking them questions. We are going to use the "breakout rooms" option in Zoom, so after the intro, we will split into four smaller groups. Every group will have a chance to interview each journalist. Each session will be around 30 minutes.

Journalists:

Simon Broughton is the editor-in-chief of Songlines, the leading world music magazine which has been published since 1999. Before that he was co-editor of the Rough Guide to World Music (Penguin), the best-selling popular guide to music around the globe). He is author of the chapters on Hungary, Romania and Poland, He's been working in the field of world music for 30 years. He is also a film maker and has directed music documentaries in Eastern Europe, Russia, Afghanistan and parts of the Islamic world.



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Bartek Chaciński (b. 1974) - editor of the culture section in "Polityka" weekly. Previously in "Machina" (pop-cultural magazine), "City Magazine" and "Przekrój". Music journalist, collaborating with Polish Radio channel 2 (Dwójka) for 16 years, previously in Trójka (PR channel 3) and Rozgłośnia Harcerska. Blogger and podcaster for his personal Polifonia blog (250 000 users, 890 000 views yearly). Writes also about new vocabulary and is an active member of Polish Language Council, wrote three books about Polish slang and one about the new shape of youth subcultures ("Wyż niż").

Julian Marszałek is a freelance music journalist, editor, musician, promoter and occasional publicist based in London. With over 20 years experience working for publishers, broadcasters and digital retail outlets, his byline has appeared in The Quietus, Classic Rock, Prog, The Blues, NME, Spinner, AOL Music, Xfm.co.uk, Yahoo! Music, NME, The Mirror, the BBC, Orange, Gigwise and The Stool Pigeon among others. Interviewees have included Lou Reed, Keith Richards and Nick Cave. As a publicist, Julian has worked with a variety of bands, most notably with Jim Jones and the Righteous Mind. Julian was a member of Gazeta Magnetofonowa's judging panel to select the Polish Album of the Year (2017). He is also a Visiting Lecturer of Music Journalism at the Middlesex University in London.

Jarosław Szubrycht - Publisher and editor-in-chief of "Gazeta Magnetofonowa", quarterly magazine focused on Polish music. Journalist writing about popular culture for "Gazeta Wyborcza" daily and "Polityka" weekly, PR manager at Grupa Interia. Author that has published numerous music books, incl. ones about Slayer, Vader and Maryla Rodowicz. Metal fans might know him as a vocalist of Lux Occulta. He's also a Tutor at the Academy of Music Managers in Warsaw.