



PROGRAMME CREATIVITY DAYS 10-19 OCTOBER 2018, WARSAW

FILMINTERACTIVE

10th of October, Campus Warsaw, ul. Żąbkowska 33c/ Pl. Konesera 1, Warsaw

- 9.00 **REGISTRATION OPENING**
- 9.00 **WELCOME COFFEE**
- 10.00 **Opening - Inauguration of Creativity Days**
- 10.30 **"Polish Titanic" in Virtual History Theater. Using VR technology for education and promotion of Poland."**
- Anna Osiadacz**, President Fundacji Koncept, **Michał Grzesiczek**
Reality 51, Chief Commercial Officer

- 10.55 **Quality content doesn't hurt. A thing about modern patronage in marketing projects.**
- Rafał Baran, CEO, FCB BRIDGE2FUN
- 11.20 **Branded content: how to craft a content marketing cultural project to get a legendary production.**
- Moderator: Edyta Kowal (Prowly)**
- KEYNOTE **Anna Iller**
Branded Content Manager, (Allegro)
- 11.50 **Six months of creator`s work is worth more than eight years of work at YouTube.**
- Tomasz Czudowski, (CEO, Tuba Smaku)**
- 12.10 **The vision for immersive computing, bringing together Google's efforts in AR, VR and Lens - all fueled by advances in computer vision and AI.**
- Greg Ivanov, Head of AR/VR/Lens Partnerships (EMEA), Google**
- 12.30 **Forget influencers – how and why brands should cooperate with artists.**
- Piotr Kujda** - Co-founder and Partner at high& - content marketing and creative partnerships agency.
- 12.50 **LUNCH BREAK**
- 13.50 **How to create content marketing projects that work?
How to use digital in building content?
How to work with artists?
How to keep artistic freedom while working with brands?**

PANEL DISCUSSION

Moderator: Edyta Kowal (Prowly)

Panelists: Anna Iller (Allegro), **Tomasz Czudowski** (Tuba Smaku), **Piotr Kujda** (high&)

14.50 **Virtual reality in the context of theater and modern art.**

Wojciech Markowski, Producer, FluxVR

15.15 **4 years of VR storytelling – was it worth it ?**

Wojciech Pazdur, (Farm51)

15.40 **Coffee break**

16.10 **Does it pay off to be an independent artist?
A talk with Daniel Ciupryk (Mc Silk).**

16.40 **Storytelling on Instagram - The exploration of the new language
Katarzyna Kiefert i Dawid Marcinkowski, (Kissinger Twins)**

CREATIVE SECTORS NETWORKING EVENT

10th of October, Club Room 13, ul. Mazowiecka 13, Warsaw

Start: 19.00

DJ SET: **MIYO**

**MUSIC
EXPORT
CONFERENCE**
11-12.10.2018
WARSAW >>>

MUSIC EXPORT CONFERENCE

DAY I

Ms Mermaid - Conference Center at The Tides, ul. Wioślarska 8, 00-411 Warsaw

11th of October, THURSDAY

8.30 **REGISTRATION OPENING**

8.30 – 10.00 **WELCOMING COFFEE**

9.00 – 10.00 **CONSULTATIONS WITH EXPERTS IN THE MINISTER'S PROGRAMMES
RELATED TO MUSIC: CREATIVE SECTOR DEVELOPMENT, MUSIC,
CULTURAL EDUCATION, ARTISTIC EDUCATION, COMPOSING
COMMISSIONS, DIGITAL CULTURE**

Room no 2

10.00 – 10.15 **CONFERENCE OPENING – Paweł Lewandowski, Deputy Minister of
Culture and National Heritage**

Room no 1

10.15 – 10.35 **GLOBAL MUSIC MARKET** - presentation of the latest music trends across
the world, up-to-date information on music sales and changes in the
ranking of the largest music markets, and forecasts concerning further
development of music. How has the value of music increased in the world?
What is the share of digital and physical distribution in the global music
market? What are the global leaders among music markets? What
countries have suffered the worst decline and what countries have

enjoyed an increase, and why? These and many other questions will be answered during the conference opening session, led by **Xenia Iwaszko, Director of International Trade, IFPI, London**

Room no 1

10.35 – 10.50 **POLISH MUSIC MARKET** - How has the Polish music market changed over the last year? How has digital distribution increased and how are physical music carriers selling? What is the relationship between the most popular airplay songs and music sales? These and many other questions concerning the domestic music market will be answered by a **representative of the Association of Audio-Video Producers.**

Room no 1

10.50 – 11.10 **When China will become biggest music market in the world?** – key note speech by **Ms Fengyan Zhang**, Association professor, PH.D, Department, School of Music and Recording Arts, Communication University of China

During last year's Music Export Conference, the largest Asian markets were presented. Last year, China was ranked 14th, and today it is among the top ten countries. The USA and Japan continue to be global leaders, but how will the global music market change when China becomes the No. 1 market?

Room no 1

11.10 – 12.00 **Eurovision – a festival of unremarkable music or a chance for international success in Europe?**

Does this biggest song contest in the world help artists hit the international waters of a musical career? Do only Swedes know the secrets of Eurovision success? What can be done so that Poland can enjoy a Eurovision success comparable to that of 1994?

Moderation: Adam Czerwiński, Music Director, RMF Radio

Panelists: Kasia Moś, artist, songwriter, Poland's Eurovision 2017 representative, **Andrzej Gromala – Gromee**, artist, producer, Poland's Eurovision 2018 representative, **Greig Watts**, DWB UK, **Robert Skowroński**, Warner Music Sweden, **Sławek Berdowski**, Artistas, Margaret's manager, **Damian Słonina**, Managing Director, Jaguarec Publishing, **Scilla Hess**, artist, songwriter, Switzerland's Eurovision 2019 finalist

Room no 1

12.00 – 12.40 **Lunch break**
Master classes: How artists can grow audience and reach new fans? – Christine Bachler, Manager, Music – Strategic Partnerships CEE, YouTube & Google Play Music, Berlin

Session for artists and managers only. Separate registration on the spot.
Session held in English only.

Room no 2

12.40 – 13.00 **Direction Canada: Canadian Music Week, Neill Dixon, CEO, CMW**
Presentation of the biggest music business event in Canada. Canadian Music Week is a series of music congresses and the oldest Canadian showcase festival. CMW also comprises presentations of music awards, expositions and trade fairs, mentoring sessions, and many events related to the development of the music market. In 2020, Poland will be the honorary guest of Canadian Music Week.

Introduction to Spotlight on Poland 2020 – Marek Hojda, Tamara Kamińska – Music Export Poland

Room no 1

13.00 – 14.00 **Direction Canada. Presentation of 7th biggest music market in the world.**

In 2020, Poland will be the Spotlight Country of the most important music event and showcase festival in Canada. Thus, it is a good idea to learn more about this 7th largest music market in the world. Conference participants will hear about it from prominent representatives of the Canadian music market.

Moderation: Greg Przygocki, Music Managers Academy

Panelists: Neill Dixon, CEO, Canadian Music Week, **Vince Degiorgio**, Canadian Music Publishers Association, **Michael Permuter**, President Instinct Entertainment; President of the Canadian Guild of Music Supervisors, **Erin Benjamin**, CEO of Music Canada Live, **Jeff Beaulieu**, Hopeful Tragedy Records, Canada, **Shauna De Cartier**, President of Six Shooter Records, Canada

Room no 1

14.00 – 14.15 **Coffee break**

- 14.15 – 15.15 **Romanian Music Market. Phenomenon of successful music export in CEE region**
During the panel discussion, we will learn what is the secret behind the export success of Romanian music. Our guests will talk about their experiences in conquering European, Asian and African markets.

Moderation: Gabi Drzewiecka, journalist, Chillizet
Panelists: Catalin Muraru, CEO, co-founder, Roton label, Alexandra Stan, artist, Romanian international popstar, Alex Cotofana, artists' manager, Cristian Eberhardt, music producer

Room no 1
- 14.30 – 15.30 **Individual consultations on music Digital distribution with Arielle Fisher, Spotify, Sweden – Room no 2**
Session for artists and managers. Registration on the spot.
- 15.30 – 16.30 **Digital music distribution as a chance to increase music export at a faster rate**

Moderation: Kamil Jaczyński, Wielkie Joł
Panelists: Marek Włodarczyk, Managing Partner, Independent Digital, Katarzyna Czechowska, Digital Music Manager, Kayax, Norbert Pacyga, CEO nourish, Adrian Ciepichał, Chairman of the Board eMuzyka, former Tidal Director in Poland (tbc)

Room no 1
- 16.30 – 17.00 **Coffee break**
- 17.00 – 18.00 **Differences in management activities between the Polish music market and foreign music markets**

Moderation: Przemysław Kubajewski, project manager, Music Managers Academy
Panelists: Greg Przygodzki, Music Managers Academy expert, Canada, Daniel Wyszogrodzki, music journalist, Michał Wojtas, artist, Amarok project

Room no 2
- 18.15 – 18.45 Transfer to networking event

MUSIC SECTOR NETWORKING EVENT

Venue: Kucharze & Artyści, ul. Świętokrzyska 14, Warsaw

Start: 19.00

SHOWCASES OF POLISH ARTISTS:

XXANAXX

KASIA MOŚ

PATRYK KUMÓR

LANBERRY

MUSIC EXPORT POLAND NIGHT

Listening session of brand new tracks being recorded at international Songwriting Camp accompanying the Creativity Days, organized by Universal Music Poland and Music Export Poland and meeting with all artists and songwriters taking part in the Camp.

12th of October, FRIDAY

8.00 **REGISTRATION OPENING**

8.30 – 10.00 **WELCOME COFFEE**

8.30 – 10.00 **CONSULTATIONS WITH EXPERTS IN THE MINISTER'S PROGRAMMES RELATED TO MUSIC**
Room no 2

10.00 – 11.00 **NETWORKS AND PLATFORMS OF COOPERATION in music business – how music organizations and associations may boost music market growth and its export**

How can artists benefit from establishing networks, associations, and cooperation platforms? How can such organisation help in developing the music business and its export? Is it a good idea to create similar structures in Poland? These and other questions will be answered by foreign guests representing organisations of independent companies, the live scene, publishers, and Music Supervisors responsible for music synchronisation.

Moderation: Michał Wójcik, Tak Brzmi Miasto

Panelists: **Isabel Dacheux**, President of EIFEIL, Indie Companies Association, France, **Tony Duckworth**, PIAS Poland and CEE General Manager, IMPALA member, **Vince Degiorgio**, Canadian Music Publishers Association, **Michael Permuter**, President of the Canadian Guild of Music Supervisors, **Erin Benjamin**, CEO of Music Canada Live, **Sauna De Cartier**, President of Six Shooter Records, former Chair of the Canadian Independent Music Association Board

Room no 1

- 10.00 – 11.00 **My Name is New** – presentation of new platform helping new artists to break through. Project is co-financed by the Ministry of Culture and National Heritage within a framework of granting program “Creative Sectors Development”.
Presentation: **Maria Dudek**, Kayax

Room no 2

- 11.00 – 12.00 **Women in music business** – a discussion on the position of women on the Polish music market in the light of the 100th anniversary of Polish women gaining the right to vote.

Moderation: **Gabi Drzewiecka**, journalist, Radio Zet

Panelists: **Anna Laskowska**, Director of Sony ATV, **Joanna Drozda**, General Manager, 4Music Agency, **Iga Mackiewicz**, Program Director, 4Fun TV, **Agnieszka Kubiak**, Music Director VIVA Polska TV, **Urszula Dudziak**, artist (tbc), **Sauna de Cartier**, President of Shooters Records, Canada

Room no 1

- 11.00 – 11.40 **Music Export in digital world – how digital music distribution can boost music export: case studies.**

Krzysztof Pikuła, Deputy Head of Audio & Video, Independent Digital

Room no 2

- 12.00 – 12.40 Lunch break

- 13.00 – 14.00 **Audiovisual sector, film, advertising, new media, and video games as music export support instruments.**

A panel discussion devoted to publishing, synchronisation, and new models for licensing music via other types of creative content and thus reaching audiences abroad

Moderator: **Marek Hojda**, Music Export Poland

Panelists: **Will Hughes**, Licensing Manager, Songtradr UK, **Michael Permuter**, President of the Canadian Guild of Music Supervisors, **Włodzimierz Szadziński**, Creative & Synch Manager, Sony ATV, **Vince Degiorgio**, Canadian Music Publishers Association, CYMBA Music Publishing, Kanada, **Magda Niestryjewska**, Head of sync, music supervisor, Jaguarec Publishing

Room no 1

13.00 – 13.20 **The European exchange programme for Entrepreneurs** - presentation of the EU grant mechanism offering the opportunity to do a work placement abroad, in small and medium-sized enterprises, including those operating in the music sector, which helps to gain experience necessary for effective music export.

Monika Łuczak, KAM Coordinator EEN CP, Intermediary Organisation for EYE Programme, PARP

Room no 2

13.20 – 14.00 **Strategies for promoting music on the Internet** - **Ania Wójcik**, LifeTube –

Room no 2

14.00 – 14.30 **THE POWER OF YOUTUBERS!** Music collaboration with Youtubers!

How can cooperation with Youtubers translate into new music audiences in the country and abroad and thus into higher export profits?

Host: Patryk Kumór, artist, songwriter

Room no 2

14.30 – 15.30 **Songwriting and international collaborations**

Presentation of the results of the previous three editions of the international songwriting camps organised in Poland – **Anna Pyzińska**, Senior A&R Manager, Universal Music Polska

During the presentation, we will also learn about the next songwriting camps planned in cooperation with Music Export Poland, how to participate in them, what are the principles of cooperation during such camps, what is their purpose, and how songs are written for Kylie Minogue, Aleo Blacc, Ellie Goulding, Tiesto, Bob Sinclair, and other world stars.

Panel discussion:

Moderation: Marek Hojda, Music Export Poland

Panelists: Paul Whalley, Notting Hill, UK, **Lewis Gardiner**, BMG, UK, **Tom Hollings**, Kobalt Music, UK, **Will Blake**, Soundcollective, UK, **Vincent Degiorgio**, Canadian Music Publishers Assosiation, CYMBA Music Publishing, Canada, **Marta Gafuszevska**, Universal Music Poland

14.00 – 15.00 **Electronic music export** – presentation of the project **Moment** aiming at international promotion and export of Polish electronic music. Informal meeting of artists and managers interested in establishing Polish electronic music network. Project is co-financed by the Ministry of Culture and National Heritage within a framework of granting program “Creative Sectors Development”.

Presentation: **Kasia Czechowska** and **Jarek Czechowski** “Angelo Mike” - project coordinators – room no 2

15.30 – 16.00 Coffee break

16.00 – 16.50 **How to prepare to international music expo**
Workshop conducted by **Tamara Kamińska**, Deputy Director, Music Export Poland.

Room no 2

16.00 – 16.30 Granting program of the Ministry of Culture and National Heritage “**Creative Sectors Development**” - **Anna Ceynowa**, MKiDN
Changes in the Creative Sector Development programme – planned new mechanisms for supporting music export and presentation of selected projects from the music sector co-funded during the last edition of the programme.

Room no 1

16.30 – 16.50 The “**Music Moves Europe**” initiative under the Creative Europe programme – presentation of prospects related to the introduction of a new support instrument for the music sector under the Creative Europe programme – **Marek Hojda**, Music Export Poland

Room no 1

17.10 – 17.30 **Summury and conference closing**

17.30 – 18.00 Coffee break

18.00 – 18.30 Transfer to networking event

MUSIC SECTOR NETWORKING EVENT

Venue: Kucharze & Artyści, ul. Świętokrzyska 14, Warsaw

Start: 19.00.

SHOWCASES OF POLISH ARTISTS:

AGYNESS B. MARRY

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WISHLAKE

FINANCING OF CREATIVE SECTORS

15th of October 2018

Ms Mermaid - Conference Center at The Tides, ul. Wioślarska 8, 00-411 Warszawa, level 1

PROGRAMME

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|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 8.30 | REGISTRATION OPENING |
| 8.30 – 10.00 | WELCOMING COFFEE |
| 9.00 – 10.00 | INDIVIDUAL CONSULTATIONS WITH EXPERTS OF THE MINISTRY OF CULTURE AND NATIONAL HERITAGE ON GRANTING FUNDS |
| 10.00 – 10.15 | CONFERENCE OPENING
prof. Piotr Gliński , Deputy Prime Minister, Minister of Culture and National Heritage |
| 10.15 – 10.30 | CREATIVE SECTORS CHARACTERISTICS
Presentation: Joanna Sanetra-Szeliga , Statistics Poland, International Cultural Centre in Cracow |

- 10.30 – 11.00 Creative sectors support mechanisms**
- Panel discussion**
Moderation: prof. Rafał Kasprzak, School of Economy
Panelists: Stan Just, Polish Games Association, Maciej Miąsik, Indie Games Poland Foundation, Andrzej Dąbrowski, Independent Digital, Paulina Kisiel, Gdynia Design Center, Alicja Grawon-Jaksik, audiovisual sector expert
- 11.00 – 11.40 Audiovisual sector support**
- Moderation:** Anna E. Dziedzic, Polish Film Institute
Panelists: Maciej Dydo, Deputy Director, Department of Intellectual Property and Media, Ministry of Culture and National Heritage, Radosław Śmigulski, Director, Polish Film Institute
- 11.40 – 12.00 Coffee Break**
- 12.00 – 12.40 Mastering the Game: Tax incentives for video game production**
- Moderation:** Maciej Dydo, Deputy Director, Department of Intellectual Property and Media, Ministry of Culture and National Heritage
Panelists: Stan Just, Polish Games Association, Maciej Miąsik, Indie Games Poland Foundation, Piotr Bajreczewski, 11 bit studios
- 12.40 – 13.15 „Creative Sectors Development” – granting fund of the Ministry of Culture and National Heritage supporting creative sector in Poland**
Presentation: Anna Ceynowa, Ministry of Culture and National Heritage
- 13.15 – 13.30 Coffee break**
- 13.30 – 13.45 CREATIVE EUROPE INFO DAY**
OPENING – Małgorzata Kiełkiewicz, Creative Europe Desk Polska
- 13.45 – 14.45 CREATIVE SECTORS GUARANTEE FACILITY**
Presentation: Maciej Szymanowicz, European Commission
- Panel discussion:
Moderation: Alicja Grawon-Jaksik
Panelists: Halina Wiśniewska, Bank Gospodarstwa Krajowego, Maciej

Szymanowicz, European Commission, **Chiara Amadori**, European Investment Bank, **Phillippe Kern**, KEA

14.45 – 15.45 **Mastering the Game workshop on Tax incentives for cultural video games production** – workshop room

Moderation: **Stan Just**, Stowarzyszenie Polskie Gry

14.45 – 15.45 **CREATIVE EUROPE PROGRAM – Polish case studies**

Panel discussion

Moderation: **Błażej Hrapkowicz**

Panelists: **Kamila Buchalska**, Książkowe Klimaty, **Karolina Giedrys-Majkut**, Centrum Edukacji Obywatelskiej, **Ita Krajewska**, Teatr Dramatyczny, **Jarosław Sawko**, Platige Image

15.45 – 16.00 **FUTURE OF CREATIVE EUROPE PROGRAM**

Maciej Szymanowicz, European Commission

16.00 – 16.15 Coffee break

16.15 – 17.00 **Presentation of MEDIA and CULTURE granting schemes**, parallel sessions

MEDIA – **Julia Płachecka**, Creative Europe Desk Polska – workshop room

CULTURE – **Paweł Malinowski**, Creative Europe Desk Polska – main room

AUDIOVISUAL PRODUCTION INCENTIVES

INFO MEETING

Warsaw Industry Days

19th of October 2018, 11.00 – 12.30

Venue: Kinoteka – Palace of Culture and Science, pl. Defilad 1, 00-901 Warszawa, room nr 2

Moderation: **Anna E. Dziedzic**, Polish Film Institute

Panelists: **Maciej Dydo**, Deputy Director, Department of Intellectual Property and Media, Ministry of Culture and National Heritage, **Radosław Śmigulski**, Director, Polish Film Institute, **Igor Savychenko**, film producer, Ukraine