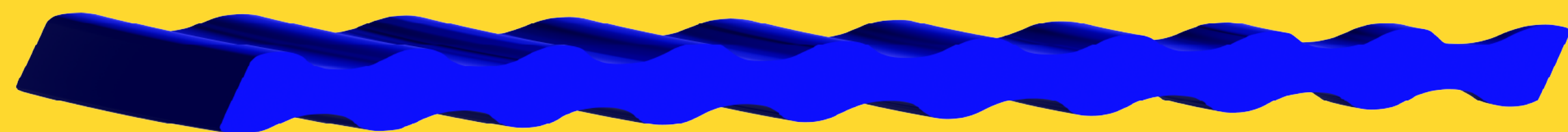


MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!

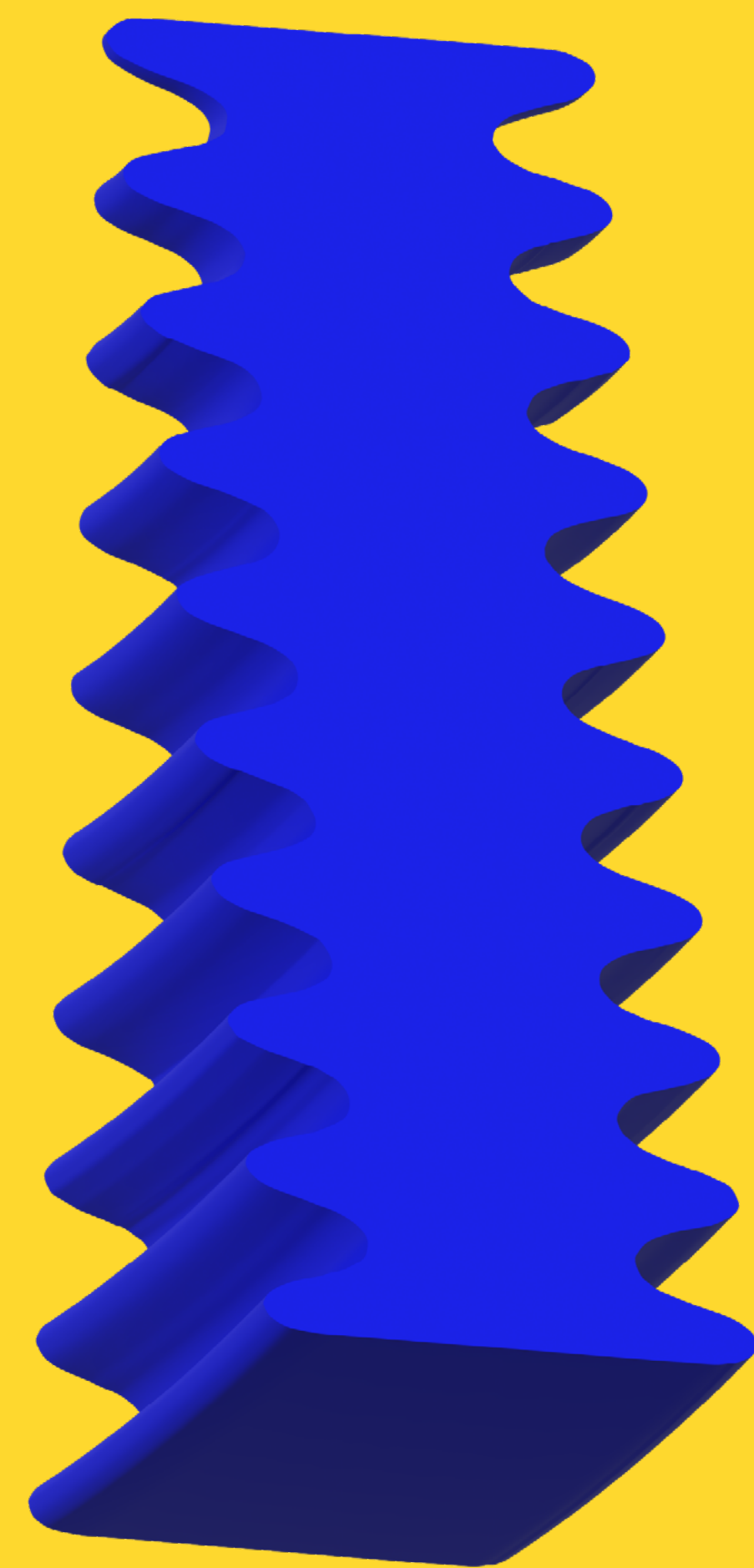
Ukrainian



for Ukrainian musicians

Musical Lab

Online workshops - Meetings & showcases in Bucharest



MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!

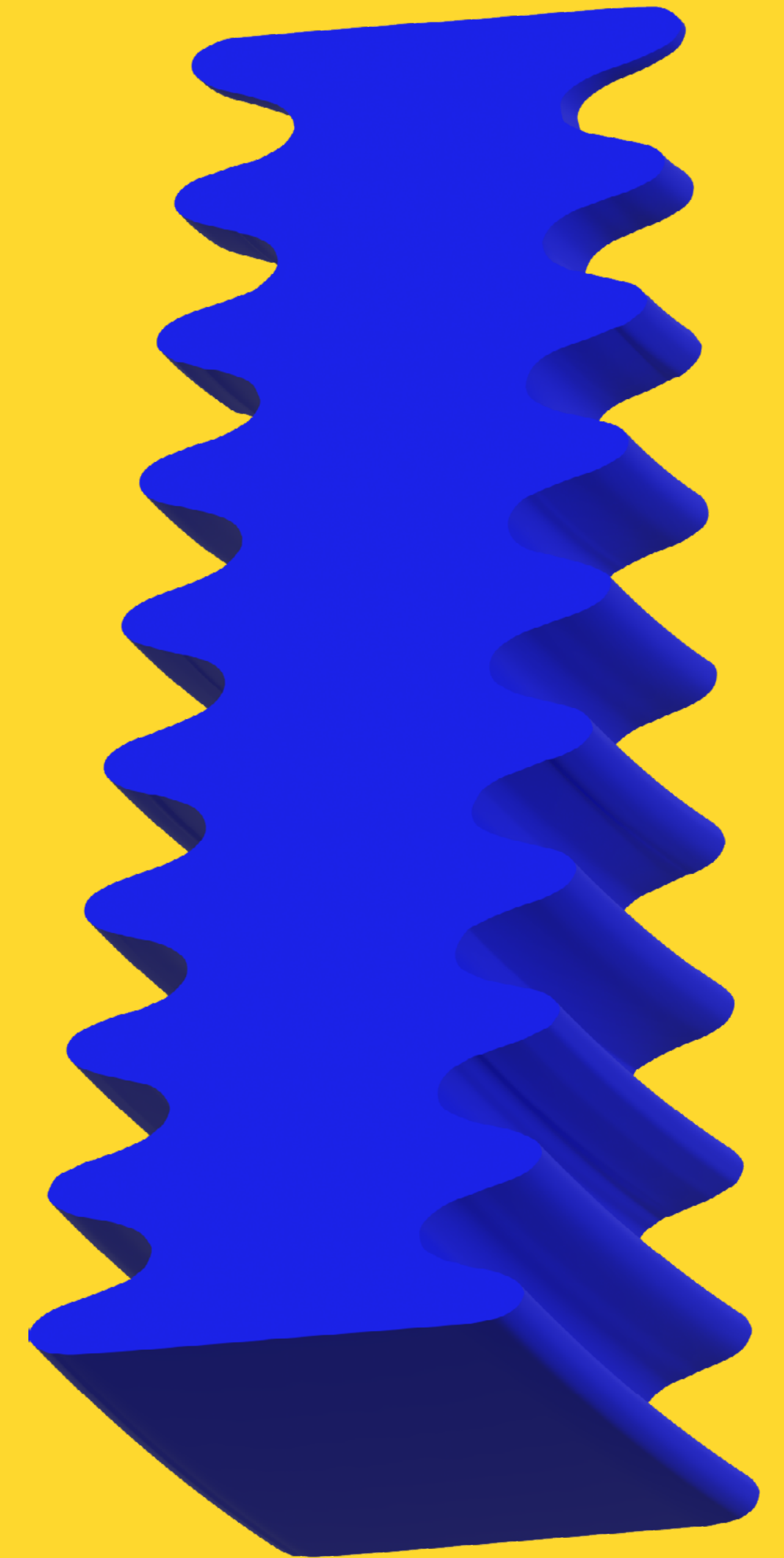
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Ukrainian MusicLab is a program designed to support Ukrainian artists by facilitating their integration into the European music market.

In the face of challenges imposed by the war, many Ukrainian artists have had to suspend their artistic projects or relocate abroad. This program will offer them a new opportunity to grow and gain recognition in Europe.

The selected artists participate in four online sessions covering crucial career development topics, and online speed meetings with European music professionals and journalists.

This program will be complemented by sessions in Bucharest, on October 30th and 31st, including professional meetings, content production sessions and a night of showcases at Control Club.



MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!

Alona Dmukhovska (Ukraine) works in the music industry for almost a decade. Starting as a volunteer for the music festival she soon grew to the position of program director taking care of 100+ acts performing the biggest festival stages in Ukraine. She believes in the power of education and networking having done the music exchange projects in Germany, the Netherlands, the Czech Republic, and even in the Middle East (Kyrgyzstan, hello!). Along with a colleague she co-founded Music Export Ukraine, an independent organisation that helps Ukrainian artists build international careers. Since then, she showcased local talents at professional events in more than 20 countries, lobbied sector needs in Ukraine and Europe, did dozens of international projects, became the expert in European funding. And strangely, she still enjoys music!



Salomé Besse (France) is a dedicated project manager with 8 years of experience in cultural organizations, driven by a passion for promoting cultures in all their diversities. After studying philosophy and management, she earned a Master's degree in Management of Cultural Organizations from Paris Dauphine University and has accumulated strong international experiences, notably in Canada, where she actively worked to promote franco-phone activities. As a project manager at Europavox, Salomé is currently coordinating European cooperation projects involving collaborators in many European countries. Projects include 7 festivals across Europe, the online media europavox.com, and Europavox Campus, a European springboard open to students from all disciplines.



Alona and Salomé will animate the **INTRODUCTORY SESSION**, where participants will be introduced to the Ukrainian MusicLab program and its objectives. The session will outline the indicators of success that will guide the participants' journey throughout the program.

Attendees will engage in activities to get to know one another, fostering a collaborative environment.

MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!

Hans-Paul LANDRIEVE is the co-founder of STUDIO VOLUME. A social media expert and passionate about artistic development, Hans-Paul has applied his expertise in digital strategy to benefit artists, labels, and festivals.

STUDIO VOLUME is a digital communication agency focused on the music industry, offering services in social media strategy, artist promotion, and digital branding for labels, festivals (Rock en Seine, Sziget, Hellfest Open Air) and musicians, such as L'Impératrice.

SPEAKER IN: OPTIMIZING YOUR ONLINE PRESENCE

This module focuses on helping artists strengthen their online presence and tell their unique stories through social media. Participants will learn how to refine their message, understand their audience, and use digital tools to grow their visibility, both organically and through paid strategies.

The session introduces the basics of storytelling on social platforms and provides practical insights into digital marketing strategies. Additionally, it covers essential growth opportunities, including how to navigate and optimize social media algorithms on platforms like YouTube, Instagram, and TikTok.

By the end of this module, artists will have a clearer understanding of how to build their personal brand online, engage with their audience, and leverage social media for sustainable growth.

HANS-PAUL LANDRIEVE (FRANCE)



MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!

ANA MARTINEZ (SPAIN/FRANCE)



Ana Martinez is a communication professional with extensive experience in the live music industry. She holds a Master's in Artist Career Management from Université Lumière Lyon II and a degree in Public Relations from Universidad Complutense de Madrid.

Ana is currently the Head of Communication for Europavox, where she manages strategic and digital communication.

Her previous roles include communication management at Rock en Seine festival and Alias Production (concert production and artists touring) in France, as well as various positions at the Festival Internacional de Benicàssim in Spain.

SPEAKER IN: BUILDING A COMPREHENSIVE COMMUNICATION STRATEGY

This module is designed to encourage artists to develop a holistic communication strategy that encompasses all aspects of their career. Participants will learn to define their overall vision and strategic goals, integrating elements such as music releases, tours, and visual branding into a cohesive plan.

The session will cover essential components for effectively engaging with producers and media, including the necessary materials for outreach and how to convey their identity and message clearly. Additionally, artists will gain insights into understanding their audience through data, helping to refining their brand to foster deeper connections.

MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!

AËL GUEGAN (FRANCE)



**SPEAKER IN:
BUILDING A
COMPREHENSIVE
COMMUNICATION
STRATEGY**

Passionate about music and data visualization, Aël began his career in radio before building Soundcharts' operations department four years ago. He specializes in developing custom dashboards and in-depth reports, helping companies and artists leverage Soundcharts data to drive insights and strategy. Outside of work, he performs operettas in Paris and enjoys spearfishing in Brittany.

SOUNDCHARTS is a data analytics platform designed for music industry professionals, such as artists, labels, managers, and publishers. It enables users to track, analyze, and understand music performance on a global scale.

The platform consolidates data from various sources, including social media, streaming services, radio, video, and charts. This aggregation allows users to monitor trends, rankings, and audience metrics in real-time, providing a detailed overview of the impact and popularity of artists and tracks.

Soundcharts features an intuitive and customizable interface. It allows users to filter data based on specific criteria, such as location, period of time, or platforms. Reporting and benchmarking tools help compare performance with market peers, identify new opportunities, and refine marketing and promotion strategies.

Additionally, Soundcharts offers automated reports and personalized alerts, keeping you informed of important changes without the need for constant monitoring.

With its user-friendly interface and robust features, Soundcharts is a valuable tool for maximizing the visibility and impact of your music projects in an ever-evolving environment.

MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!



CHRISTIAN HOLL BÜHL
(DENMARK/GERMANY)

Christian Holl Bühl, managing partner at FACTORY 92, is a Danish citizen with a background as an expat, having spent his youth in Brussels. His key competence lies in understanding interests and delivering cross-border campaigns and business plans. Before joining FACTORY 92 in 2013, Christian toured with his rock band, earned a bachelor's and an MBA in business, and founded a music export consultancy, The Rocking Factory, which he ran from 2007-2012.

FACTORY 92 is Hamburg-based music PR, marketing, and consulting agency with over 10 years of experience working with influential international companies. The agency focuses solely on music-related projects, offering tailored campaigns for artists, labels, events, and clients.

SPEAKER IN: UNDERSTANDING PR IN THE EUROPEAN MUSIC MARKET

This interactive Q&A session features a European PR specialist who will address participants' questions and interests regarding public relations in the music industry. The discussion will focus on the essential role of PR, exploring topics such as navigating algorithms, the importance of radio play, and developing a sustainable PR strategy that avoids unnecessary expenses.

MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!

SPEED MEETINGS WITH JOURNALISTS AND MUSIC INDUSTRY PROFESSIONALS

Participants will engage in two dynamic speed meetings—one with journalists and another with music industry professionals. These sessions are designed to facilitate networking opportunities with a diverse array of industry stakeholders, including media representatives, bookers, festival organizers, and labels.

The focus will be on how to effectively address them in the digital landscape. A significant emphasis will be placed on enhancing Electronic Press Kits (EPK), providing artists with valuable insights on how to present themselves professionally.



Dan Cole (UK/Germany) is a Berlin-based creative, consultant, and music expert with over a decade of experience in content platforms, campaigns, and managing digital and print publications. He has been an editor-in-chief for DJBroadcast, LOLA, Native Instruments, and Amsterdam Dance Event, and has written for outlets like Electronic Beats, Bandcamp Daily, and Resident Advisor. Currently, he is the head of music for The Berliner, head of content for Vinyl Alliance, and holds positions at LANDR and Adam Audio.

James Hendicott (Ireland) is a freelance music journalist of 20 years experience, living in Dublin, Ireland. James has worked with a range of major publications including NME, Bandcamp, several Irish national newspapers, and as the English language editor for Europavox. His work has appeared in print publications in every continent bar Antarctica. James' work is generally heavily interview focused. Largely, he explores a mix of pop, rock, punk and some elements of dance and hip-hop, but especially acts that either connect with him on an emotional level or offer something genuinely different to explore.



MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!



Maro Angelopoulou (Greece) is the Head of Music at Gr2Me.com and the Greek editor for Europavox. With over 24 years of experience as a writer, music journalist, and content creator, she has contributed to various platforms including music magazines, radio, podcasts, and newspapers. Notably, she served as co-chief editor and later as freelance writer of Pop+Rock Magazine, editor in Vimagazino, Sonik, Avopolis, Brainfood Media, and podcast

host for Vodafone Greece, while also promoting European acts through Europavox since 2015.



Andra Rotariu (Romania) is part of the booking team at Control Club in Bucharest and the founder of CORE Agency, an artist management and live booking company. With a focus on empowering artists, she creates opportunities for them to thrive both locally and internationally, organizing tours and working with prestigious cultural venues. While also being involved in the Europavox project, Andra is dedicated to fostering connections within the music industry while promoting the growth and success of her

artists on global stages.

Noémie Lecoq (France) is a Paris-based journalist, working for Les Inrockuptibles, Harper's Bazaar, French and Plugged, among others. She's been writing about music since 2006, reviewing records and shows, and interviewing artists such as Damon Albarn, Cat Power, Dave Gahan, St. Vincent, Thurston Moore, Charli XCX, etc. As well as covering music subjects, working with several festivals and organizing music sessions, she has also been writing about fine arts and cycling. She has been collaborating with Europavox for seven years.



François Audigier (France) is the European Artist Booker for the Europavox Festival in Clermont-Ferrand (France) since 2010, and artistic coordinator of the Europavox project since 2016. He also works at La Coopérative de Mai, a major music venue in Clermont-Ferrand, where he has been active since 1999. François supports artists and organizations from the Auvergne region, helping them develop and advance with their projects.



MEET THE SPEAKERS! MEET THE SPEAKERS! MEET THE SPEAKERS!



Ivana Jelača (Croatia) has been the programming director of the INmusic festival since 2014 and the artistic director and coordinator of the Croatian branch of the Europavox project, of which INmusic festival has proudly been a Croatian partner since 2016. Before that, she was one of the curators at the Močvara Gallery within the Zagreb Močvara Club. She volunteered in the organisation and realisation of international art festivals by the Kontejner Association for Contemporary Art Practices from 2008 to 2011. She graduated in Art History and English Language and Literature from the Faculty of Humanities and Social Sciences in Zagreb.



Marta Stupin (Croatia) has been a part of the music industry since 2012. She worked as PR, music journalist, web editor, booking assistant, and finally as head of the digital music department at Menart. She loves practical things like streaming platforms because it's all about click-and-play.

Record Label Menart is an official representative of one of the world's leading recording companies in the world - for Sony Music, Croatia, Slovenia, Serbia, Bosnia and Herzegovina,

Montenegro and Macedonia, Kosovo and Albania.

Vasil Anastasov (Bulgaria) is the co-founder and COO of MUZE Music, a leading Bulgarian music company driving the development of artists and integrating innovative strategies into the Balkan music scene. A founding member of Bulgaria's indie music association and part of IMPALA's Digital Committee, Vasil supports emerging talents. Under his leadership, MUZE Music has produced chart-topping hits, organized major festivals, and gained recognition. He was one of Bulgaria's first SXSW panel speakers in 2024.



UKRAINIAN MUSICLAB PROJECT PARTNERS UKRAINIAN MUSIC



Under the authority of the Ministry for Europe and Foreign Affairs, the **Institut Français de Roumanie** (IFRo) is part of France's cultural network abroad. The IFRo's mission is to promote cultural, linguistic, and academic cooperation with Romanian institutions and civil society.

Established in 2012, it operates from its headquarters in Bucharest and has branches in Cluj-Napoca, Iasi, and Timisoara. The IFRo plays a significant role in Romania's cultural scene by organizing year-round cultural events, exhibitions, literary meetings, conferences, and concerts.



Founded in 2006 in Clermont-Ferrand, France, **Europavox** began as a music festival celebrating the rich diversity of European music. Over the years, it has evolved into a key player in the European music industry, recognized for its innovative initiatives, having won twice the Creative Europe program supported by the European Union. Among its projects, Europavox hosts music festivals across 7 European countries, the first magazine dedicated exclusively to European musical diversity - europavox.com -, and Europavox Campus, a European music springboard for students.



One of Bucharest's premier live music venues, known for its vibrant atmosphere and eclectic lineup of local and international artists. Located in the heart of the city, it has become a cultural hub for alternative music lovers, hosting concerts, DJ sets, and various art events. With its commitment to supporting underground and emerging talent, **Control Club** is a key actor in Romania's contemporary music and nightlife scene.



Music Export Ukraine is an independent initiative, which helps Ukrainian emerging artists to establish connections, promote their music, develop career and talent on the international level. Main activities include artist support, cross-sector collaborations, international exchange programs, educational events, along with the Eastern European Music Academy.

More information : europavox.com