

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

# Ukrainian

for Ukrainian musicians

# Musical Lab

Online workshops - Meetings & showcases in Bucharest, 2025 edition

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# *UKRAINIAN MUSICLAB ABOUT UKRAINIAN MUSICLAB ABOUT UKR*

**U**krainian 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 22<sup>nd</sup>, including a night of showcases at Control Club, interviews and content creation.





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**A**lona 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!



## SPEAKER IN: EXPORT STRATEGY & MARKET ENTRY

This opening session introduces participants to the Ukrainian MusicLab program and its objectives. The focus will be on exploring the diversity of European music markets, highlighting their different specificities and entry points.

Led by Music Export Ukraine, the workshop will provide a concrete overview of how Ukrainian artists can position themselves internationally and build meaningful connections.



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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**

The digital sphere is now central to an artist's career. This module goes beyond social media to consider online presence as a whole, at the heart of an export plan. Participants will learn how to shape their online identity, build coherent storytelling, and use digital tools to engage international audiences.

The session, led by Hans-Paul, 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.

**HANS-PAUL LANDRIEVE (FRANCE)**



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## JUSTINE DEBICKI (FRANCE)



With over 16 years in the music industry, Justine is a passionate PR specialist with expertise in intellectual property and cultural mediation. Justine co-founded Boogie Drugstore, a Paris- and London-based boutique PR agency supporting artists, festivals, labels, brands, and export offices with tailored promotion and long-term strategies.

At Boogie Drugstore, Justine oversees campaigns, ensuring visibility and strategic guidance, while leveraging my network to craft engaging narratives. I thrive on collaborating with a diverse, talented team equally driven by music and culture.

### **SPEAKER IN: PUBLIC RELATIONS & MEDIA STRATEGY**

Building on the previous module on social media and online presence, this session explores how to take the next step: becoming truly PR ready. Public relations are a cornerstone of any international career, and this workshop will provide participants with the tools and confidence to prepare their projects for media exposure across different territories.



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**AËL GUEGAN (FRANCE)**



**SPEAKER IN:  
INTRODUCTION TO  
SOUNDCHARTS**

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.

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## 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.



**D**an 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.

**J**ames 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.



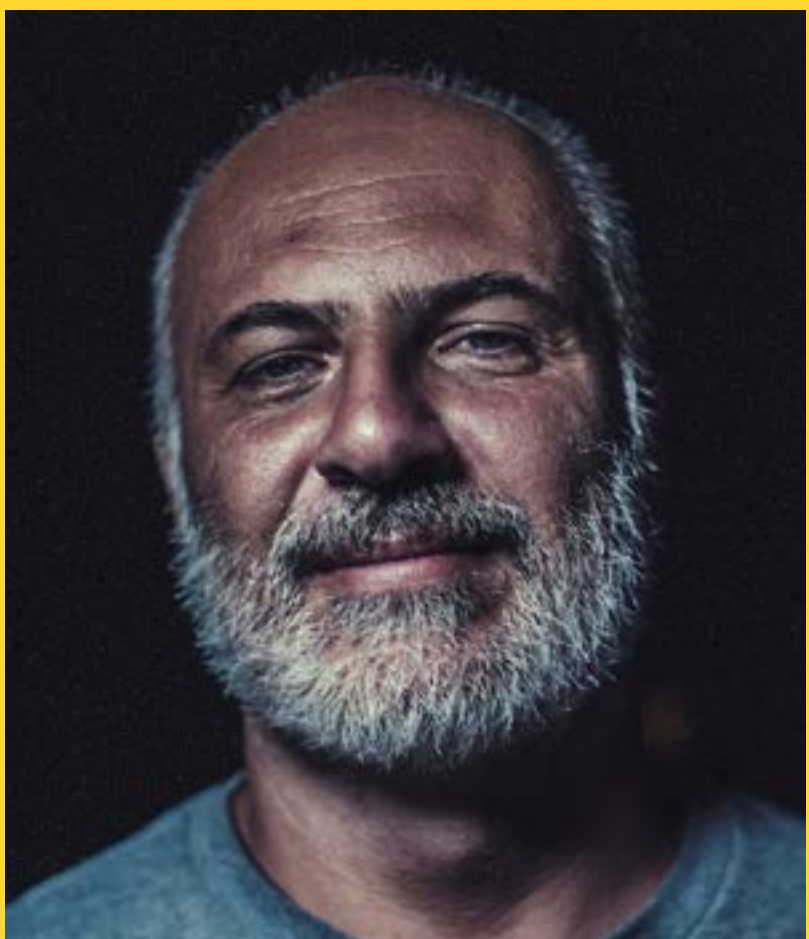


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**M**aro Angelopoulou (Greece) is the Head of Music at Gr2Me.com and the Greek editor for Europavox. With over 24 years of experience as a writer, music journalist, and content creator, she has contributed to various platforms including music magazines, 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.



**D**amir Ivic (Italy) Music journalist since the late 90's, based in Milan, from the very start of his career Damir Ivic deeply investigated the underground and its emerging trends (starting from the local hip hop scene and the global club culture network) just as the mainstream, collaborating with seminal magazines as Mucchio Selvaggio or Aelle Magazine, even though his very first musical love is jazz. Today he writes mostly for Rolling Stone Italy and Outpump plus runs the webmagazine Sound-

wall, a highly authoritative source of information for clubbing, electronic music but also music industry related business issues.

**A**lan Pedder (UK/SW) is a music journalist and science writer originally from London, now based in Sweden. He is currently on the editorial staff at The Line of Best Fit (UK) and The Needle Drop (US), and has published work with many other outlets worldwide.



**R**oxana Morar (Romania) is a radio host and producer with a versatile background in performance and media. At Radio România Cultural, she hosts Jazz Night and Live Concerts, and produces Soundcheck, covering Romanian and international music. Her journey began as a performer on The Voice Romania before moving into television production, working on major shows like Romania's Got Talent and The Idol Romania. This dual experience, on stage and behind the scenes, shapes her approach to radio, allowing her to connect authentically with musicians and audiences.





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**A**ndra 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.



**B**oyan Robert Pinter (Bulgaria) is a music executive with over two decades of experience in the field of creative industries. He is a college educated musician in contemporary music composition. Boyan has worked in live music since 2008 and he was a part of the Live Nation partner company Sofia Music Enterprises, based in Sofia, Bulgaria. After 2017 he is an independent promoter and booker of international acts. He is the creator of SPIKE Showcase, the first conference/showcase event in Bulgaria. He is currently the CEO of Miracle of Bravery, and also the country manager for Believe LAS.

**F**rançois 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.



**C**lara Dhilly (Belgium) is a music professional with a background in press relations and festival partnerships. After working with Transmusicales de Rennes and La Route du Rock, she coordinated album releases and festival collaborations for FERAROCK, the French federation of non-commercial radios. In 2018, she joined Dour Festival to lead international press relations and later expanded into booking, supporting emerging artists and new trends. Since 2019, she has also contributed to Brussels' Fifty Lab showcase festival through her agency Liquiid.





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**Katja Thalerová (Slovakia)** is head of partnerships and sponsorships of the SHARPE and Project Manager of LALA Slovak Music Export. Katja is a booker of several Slovak bands (Tolstoys, Berlin Manson, Erika Rein, Isama Zing and so on). Seasonally she works for several cultural events. Katja runs a couple of lectures as a teacher at the Academy of Performing Arts in Bratislava.

Her activities also include popularisation of working in culture and music industry. She is part of emerging DJ duo Benefits with Friends. She was selected in the chart of The New Bosses 2023 by IQ Magazine and in 2024 to 30 under 30 in Forbes Slovakia.

**Tamara Kaminska (Poland)** has been associated with CCI for over 14 years. As a program director of one of the most significant cultural institutions in Poland, Tamara was responsible for preparing and producing important music events (including WOMEX'17). Tamara is also the author of Katowice's winning application to join The UNESCO Creative Cities Network. She was responsible for the implementation of the entire «Katowice City of Music» program. Since 2018 she has been a member of the steering committee of UCCN.





# UKRAINIAN MUSICLAB PROJECT PARTNERS UKRAINIAN MUSIC



Liberté  
Créativité  
Diversité

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](http://europavox.com)**