



MAGAZINE

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MASTERINGTHEMUSICBUSINESS.RO



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OPENING DOORS TO INTERNATIONAL MARKETS

Mastering The Music Business (MMB) has reached its 9th edition in 2024, becoming not only Romania's premier music conference and showcase festival, but also one of the most important music industry professional events in the RAW Music / Mastering The Music Business CSEE region.



Anca Lupes
President / Founder

During all this time it has significantly contributed to the export of Romanian music by providing a vital platform for artists, industry professionals, and stakeholders to network, collaborate, and gain essential industry knowledge. Founded in 2016, MMB has bridged the gap between Romanian music talents and the global music market. Through workshops, panel discussions, and networking sessions, it equips local artists with the tools necessary to navigate the complexities of the music industry, enhance their professional skills, and expand their international reach.

Aknowledging our efforts, RAW Music (acronym of Romanian Artists Worldwide association), the main organiser of MMB, was included in EMEE (European Music Exporters Exchange) becoming Romania's official music export office. As a member of EMEE, RAW Music has now acces to an impressive network of music business contacts that are expanding the organisation's ability to reach relevant music business professionals across the world, also via trade missions organised by the European body.

Moreover, MMB as part of RAW Music activities has fostered the growth of Romanian music export through strategic partnerships with international festivals, enabling Romanian artists to perform on global stages. Our main successtory this year was enabling the presence of the first Romanian artists ever to play at the iconic Glastonbury (UK). This not only showcases Romanian talent to diverse audiences but also encourages cross-cultural exchanges, enriching the global music scene with Romania's unique sounds.

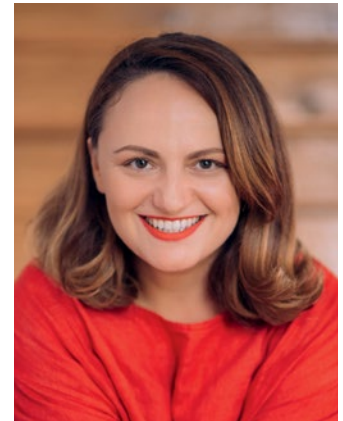
Through these initiatives, MMB has undeniably played a crucial role in spotlighting Romanian artists on the world stage, contributing to the country's vibrant music export success. And this is just the beginning. Romania has large amounts of music talent waiting to be discovered by the world and we are here to make things happen.

THE DYNAMICS OF ROMANIA'S MUSIC MARKET

Coldplay, Sam Smith, Travis Scott, French Montana, Lenny Kravitz, Ed Sheeran, Nicki Minaj, Bring Me the Horizon, Queens of the Stone Age, Massive Attack – these are just a few of the top names that have performed, will perform, or were supposed to perform in Romania this year. Whether through individual concerts or participation in some of the country's largest festivals, the presence of these artists brings not only international exposure but also increased attention from the public.

In a global context where it seems easier than ever for a star to cancel a festival appearance, every move by these artists has been closely monitored and discussed. Cancellations have created waves, drawing attention from both fans and critics. Everyone, from the general public, including those who did not attend the festivals, to the media, has been ready to comment.

In such a highly scrutinized environment, the successes and failures of music events have become focal points for discussion. One notable example is the Beach Please festival, which has transformed into a cultural phenomenon despite being only in its third edition. With over 50,000 tickets sold for the 2025 edition without announcing any artists, the festival demonstrates the power and excitement the music industry can generate. Coldplay made waves not only by selling out tickets for two days within just 24 hours but also through their choice of a special guest, raising expectations even higher.



Carina Sava
Program Manager MMB
Vicepresident RAW Music

Both the Beach Please festival and Coldplay's shows will be featured as case studies at this year's MMB conference. We analyze trends, learn from what didn't work, and draw inspiration from what succeeded. Our conference is not just a place for discussions but also a laboratory of innovation and a driving force for the future development of music.

At MMB, we dive into these high-profile examples, but we also address topics relevant to emerging artists. We recognize the importance of discussing challenges and opportunities for new talent, not just the superstars who dominate the headlines.

This new era brings challenges but also extraordinary opportunities. From managing public expectations to adapting to the new realities of the industry, every step is crucial for long-term success. At MMB, we are dedicated to being at the forefront of these changes, providing valuable insights and creative solutions to navigate this dynamic landscape.



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WOMEN SUPPORTING WOMEN IN THE MUSIC INDUSTRY

We're Women in Music and this is Our Story ...

Women in Music Romania is all about boosting and backing women in the Romanian music scene. The main goal of this initiative is to give women, no matter their experience or job title, the chance to shine with top-notch opportunities and resources.

Women in Music Romania aims to make the music industry a fairer and more welcoming place for women. With a mix of cool events, mentorship programs, and other creative projects, our organization offers women in music a great platform to connect, learn, and level up their professional game.

With its growing influence on the Romanian music scene, **Women in Music Romania** is all about pushing for gender equality and helping women in the industry hit their highest notes.

Launched in 2019, **Women in Music Romania's** standout project is the **Women in Music Business Mentorship Program**, which kicked off in 2021 and is already rocking its fourth edition.

We then made it big with our first conference for women in the music and creative industries – **ECHO**, and since the beginning we keep hearing our women's voices in these little intimate series of live interviews we call **HerStory**.

Above all of our regular jobs and regular lives,



we gather our industry fellows once a year for **Shutter Sounds & Coffee**, that meet-up you didn't know you needed, but you're happy you came, and once for our **Christmas Party**.

And now let us take you onto our journey one event at the time ...

There's a time when we gather knowledge and a time when we pass it on...

WOMEN IN MUSIC MENTORSHIP PROGRAM is the primordial project of our organization, and the first-ever mentorship gig for all the fabulous women in Romania's music industry. For 3 editions in a row, womenmentorslike *Iulia Popovici (Journalist and Performative Arts Curator), Cristina Bazavan (Communication Specialist), Carina Sava (Founder of Women in Music, Artist Manager and Founder of Watermelon Agency), Alina Manole, Anamaria Hâncu, Anca Lupeș, Ioana Chereji, Iulia Pop, Laura Coroianu, Olga Juverdeanu, Gilda Comârzan, Mara Ciama, Roxana Alexandru* have guided women in their early stages in music business.

Reaching its 4th edition, for 3 months, 10 new leading ladies of the music biz will mentor 10 up-and-coming women, offering them support, insights, inspiration, and sharing some pretty clever learning experiences. The lineup for the 4th edition looks pretty awesome: **Ana Maria Apostoiu** - Talent Agent, Romanian Artists Agency, **Andreea Berghea** - Music Director, Kiss FM, **Corina Ciuplea** - Artist Manager, Muse Quartet/Bucharest Film Orchestra, **Cristina Uruc** - Executive Director, Artexim/George Enescu International Festival, **Diana Munteanu** - Head of Label, Global Records, **Flavia Gherman** -

**WOMEN
IN MUSIC
ROMANIA**



Head of Partnerships, UNTOLD Universe, **Monica Munteanu** - General Director, Strategic Events & Communication, **Raluca Popescu** - General Manager, Amphitriton Events, **Ramona Bratu** - Marketing & Brand Consultant, Alda Live & Saga Festival. Owner, Amazers Nest, **Sonia Nechifor** - Managing Partner, Comm'ON.

The program has two main parts: one-on-one meetings between each mentee and their mentor (where the mentees call the shots on organizing and content), group hangouts focusing on themes that matter to everyone involved and a special project for them to graduate this program.

As part of the **Women in Music Mentorship Program**, each participant gets a private coaching session to help clarify their goals for the program, their career, and even their personal life. It's all about setting them up for success!

The Women in Music Mentorship Program is for all the ladies dreaming of a music industry career, whether they're eyeing a spot at a record label, aiming to be a manager, publisher, booker, PR guru, or anything in between.



All the group activities and meetups will be happening in Bucharest where they'll soak up all the knowledge and experience across the different areas we're exploring in the program.

Empowered and Connected

Further on the dance floor, this year at Cinema Elvira Popescu, we've brought together the women who inspired us, from the music industry and other creative fields. With the **ECHO conference**, we aimed to help build a fairer creative industry, spotlight amazing women's voices, and share their success stories. The participants expected a good mix of interactive panels, networking sessions, discussions, and



artistic moments. **ECHO** was a go-to platform for diving into topics like female leadership, gender balance, personal and professional growth, and finding ways to make a lasting impact on our community.

We've had explored how to overcome obstacles, turn challenges into opportunities, and build strong support networks and collaborations. **ECHO** became a safe, open, and inclusive space designed to celebrate and support the incredible contributions of women in the creative fields. Tune in for more about ECHO's next happening!

Now, let's talk about Their Stories at HerStory

HerStory is all about shining the spotlight on the amazing stories of successful women in the music industry and beyond. Through **HerStory**, you'll get the inside scoop on these phenomenal



women's career journeys and the personal challenges they've tackled along the way. We'll dive into their moments of doubt, their sacrifices, and their remarkable perseverance, revealing the human side of these powerhouse personalities.

HerStory is here to inspire and motivate aspiring women in the music world, showing them that there are no limits when it comes to chasing their dreams. Every woman has a unique story, and this project is all about bringing those stories to light, promoting diversity and inclusion



Viață Association), **Liana Stanciu** (Radio Host & Producer Magic FM), **Crina Mardare** (vocal coach, musician, composer), **Patricia Brohanschi** (Cultural Entrepreneur) and **Codruța Vulcu** (Artmania Festival Director, Manager of Alternosfera). The other past two seasons, **Women shaping the narrative and Unique stories with women in the music industry**, explored ones of our biggest female leaders in the creative business.

Follow for more, and let us tell you a little bit more ...

*Cuz we won't stop talking about **Shutter Sounds & Coffee**, **Christmas Party** and **not-your-usual Newsletter** with **Lately, Tech and ... News***

Our networking events are like a perfectly brewed cup of coffee—full of flavor and just the right amount of kick. Whether it's **Shutter Sounds & Coffee** or our festive **Christmas Party**, we've got you covered with an evening of engaging talks, a glass (or two) of wine, and stories that will make you laugh, think or wind down.

At the heart of what we do is connecting creative women from all corners of the business world. Each event is hosted in a chic, cozy spot, and includes not just inspiring conversations, but also a chance to get a sweet portrait by our talented in-house photographer, **Cristina Oltean**—perfect for sprucing up your portfolio or just looking fabulous.

We'd love to spill all the beans about our newsletter, but we think the surprise is half the fun. Trust us, you won't want to miss it!

All **Women in Music** projects and initiatives can be spotted on **Instagram** and **Facebook**

Let's keep our stories connected and our voices louder than ever!



in the music industry, and recognizing the significant contributions of women.

HerStory is already at its 3rd season, called **Portraits of Success: Women's Point of View**, where we're exploring the stories of: **Minelli** (artist, composer), **Carmen Uscatu** (founder Dăruiește









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EASTERN EUROPEAN MUSIC ACADEMY SHAPING THE FUTURE OF MUSIC EDUCATION IN EASTERN EUROPE

In an industry where knowledge and connections are the currency of success, the Eastern European Music Academy (EEMA) offers many opportunities for music professionals working all over Eastern and Central Europe, including the Baltic region. A collaborative effort between Music Export Ukraine, RAW Music (Romania), and LALA Slovak Music Export (Slovakia), EEMA has a transformative three-month hybrid project that is offered to independent musical professionals who are ready to amplify their careers.



Since it was founded in 2020, EEMA has been one of the first in informal education in music providing space that provides expert-level lessons, consultations designed for specific participants, and enriching professional networking possibilities. The goal of the academy is unequivocal: equip tomorrow's generation of music industry professionals with the necessary skills, information, and networks allowing them to thrive within a continually changing market segment.

Often it is the Western stories that continue to dominate the narrative of the musical industry. At the same time, Eastern and Central Europe have a rich pool of talented individuals who are underrepresented. The EEMA program pursues this kind of change and so it has been established to be inclusive as well as impactful. Open to individuals between 18 and 30 (with a small quota for other age groups), EEMA brings a unique blend of ideas, culture, and music professionals together in an environment that creates a real sense of importance and all-embracing engagement.

Thanks to its unique hybrid format that has both online and offline components, the academy ensures that participants enjoy world-class education regardless of their geographical location. Selected applicants take part in an extraordinary journey that spans over

12 weeks and covers every part of the music business, from understanding revenue streams in the industry to coming up with strategic marketing initiatives. The program is backed by a roster of top experts from such companies as Live Nation, Global Records, and the top DIY companies in the market and presents truly deep and practical insights.

"I can honestly say, that all the information at the course helped my colleagues attend the course to understand better all the processes behind an artist".

Corina Vilcu, Global Records Romania

Achievements That Speak Volumes

EEMA's influence on the music business cannot be disputed. More than 263 musicians and managers from 18 countries have participated in the academy since its inception. The program received 561 applications from DIY artists, major label talent, promoters, and bookers; 67% of its participants are women which is an incredible statistic that shows EEMA's desire for diversity and inclusion.

It is more than just an educational initiative; it's a powerhouse for fostering innovative collaborations that resonate across the global music scene. A prime example is Mariia Yaremak, an alumna from Ukraine, who captivated audiences by crafting mesmerizing arrangements for Sharon den Adel of Within Temptation, showcased at the biggest Ukrainian festival Atlas United. Similarly, The Strizzers embarked on a groundbreaking tour across Romania and Bulgaria, illustrating the transformative impact of cross-border collaborations nurtured by EEMA.

In Poland, top-10 EEMA Spring 2023 alumni Wojciech Gwadera, in collaboration with Sara Shamas from the Autumn 2023 cohort, launched Perpetual Agency, a visionary booking agency that includes Ukrainian talent Richie Beige from the Autumn course. This initiative not only amplifies the regional music scene but also sets a benchmark for entrepreneurial success within the industry.

The fact that Tamara Kramar has been selected for ESNS 2024 speaks volumes regarding the kind of professionals EEMA molds. This is just the tip of the iceberg; the effect EEMA has had on its participants and the broad music community is deep and long-lasting.

Kertu Süld, an EEMA alumna and administrator for Tallinn Music Week, shares:

"After I saw the application round going on, I was eager to participate and merge this course into my educational path. I was drawn to EEMA by the opportunity to refresh my knowledge of the music industry in our evolving post-pandemic world and to network with fellow students in Eastern and Central Europe. The chance to learn from a panel of experts was the icing on the cake, motivating me to apply – and I was thrilled to be chosen!"

EEMA is much more than a music program: it is a community, a hub, and a launching pad for the next generation of music industry leaders. There are scholarships available as well, ensuring that financial barriers do not stand in the way of talent.

THE FUTURE OF THE MUSIC INDUSTRY FROM THE PERSPECTIVE OF GLOBAL RECORDS' TEAM

The music industry has always been characterized by change and innovation, but the past few years have brought about some of the most dramatic shifts we've ever seen. From the rise of streaming platforms to the growing influence of independent labels and artists, the music business today looks almost unrecognizable compared to just a few years ago. Despite all these rapid changes, one thing remains constant: music's ability to connect people and inspire generations.

As one of Europe's leading independent record labels, Global Records is at the forefront of this industry evolution. We sat down with key members of their team to get their insights, tips, and unique perspectives on the future of the music industry.

The current state of affairs, according to the Global Records team.

The way people consume music has undergone a seismic shift over the past few decades. Gone are the days when physical media like CDs and vinyl records dominated the market. Today, streaming platforms like Spotify, Apple Music, and YouTube have become the primary means by which people listen to music. This shift has not only transformed how music is distributed but also brought a democratization of music access, allowing listeners to discover and enjoy a vast array of music at the click of a button. It has also provided artists with unprecedented opportunities to reach global audiences and develop worldwide fanbases.

In recent years, the music industry has experienced a major transformation, challenging the traditional dominance of major labels and ushering in a thriving era for independent labels and artists. This shift goes beyond a passing trend, representing a deep-rooted change backed by hard data and real results. With the global music market valued at over \$30 billion in 2024 and projected to surpass \$45 billion within the next five years, the industry's landscape is vast and rapidly evolving. Once confined to the

periphery, independent music is now carving out a substantial presence in the mainstream, achieving unprecedented success. As the IFPI reported, 2023 was the first year where independent music accounted for 50% of Spotify's streaming revenue, with an all-around growth of 16.1% from the previous year, significantly higher than the overall industry growth rate of 9%.

For us, platforms like Spotify, YouTube, and social media have leveled the playing field, allowing our acts to reach global audiences without the need for major label backing. The shift is reflected on a global scale, as the independent music sector now commands a 40% market share, a significant leap from previous years. Furthermore, the British Phonographic Industry (BPI) reported that over a quarter of music consumed in 2020 was produced by artists signed to independent labels, and this figure has been steadily growing. This suggests a substantial increase in the number of artists choosing independent labels over major ones, highlighting a fundamental shift in artist-label relationships.

We've taken a closer look at these trends through the lens of various departments at Global Records.

The Evolution of A&R

A&R has always been the heart of every record label, though its history within the local scene is relatively new. Traditionally, the role was fulfilled by label heads and relied heavily on their intuition. With formal training for such a role being rare in the local market, we took it upon ourselves to mentor the next generation of A&Rs, striving to improve the industry landscape. Darius Taran, Head of Publishing and Vice President of A&R at Global Records, plays a key role in this evolution.

While the core purpose of A&R remains the same, the introduction of big data and analytics has added a new layer to the talent-scouting process. *"Data is an invaluable tool for spotting emerging trends and identifying new talents with potential, but it's there to complement—not replace—human intuition. Stats can show you which artist is gaining traction online, but they can't capture the charisma, stage presence, or the emotional connection an artist can build with an audience, nor the full depth of a talented producer or songwriter,"* says Darius.

As for the future, Darius mentioned:

Things are definitely getting more dynamic, with fewer musical boundaries and a strong tendency

for cross-genre experiences. 2024 feels like it might be a landmark year of how the musical landscape shapes in the following years, especially noticing the ground-breaking technological advancements as well as the easier access to music throughout digital platforms.

The new state of Artist Management

Artist management has seen a dramatic shift, evolving from what are now considered mundane tasks into a complex, multifaceted role. The focus has shifted to a more artist-centric approach, empowering managers to think like business partners, and collaborating on various strategies to build sustainable careers.

Alice Halpert, who leads the artist management team at Global Records, explains, *“With the rise of digital platforms, social media, and streaming services, managers now handle much more than traditional tasks. They’re responsible for brand development, digital marketing, fan engagement, and data analytics, all while ensuring their artists maintain creative integrity and long-term careers.”*

Looking ahead, Alice believes the role will continue to expand: *“As the industry becomes increasingly digital, managers need to be at the forefront of adopting new tools while also catering to the evolving needs of their artists. What was once a desirable quality in a manager may soon become obsolete. Flexibility, creativity, and a deep understanding of emerging technologies will be crucial for guiding an artist’s career—from creative direction to brand partnerships and revenue diversification.”*

Marketing in a new, digital world.

While “content is king” is a familiar mantra, there are a few other rulers in the kingdom. Our focus has been on building a well-rounded marketing team that understands the importance of using a diverse range of promotional tools to support each artist. Some might be quick to declare the end of radio, pushing for an entirely online strategy, but that’s far from the truth. Radio remains a powerful tool for breaking new acts, offering a level of credibility

that online platforms sometimes lack. There’s still a need for outdoor advertising to tell a story and make a lasting impression in people’s daily lives. And that’s just to name a few.

“On the content side, people need to realize that just being on social media isn’t enough anymore. Fans want a real connection with their favorite artists, and social media is indeed one of the main ways to go. The trick is finding the best way to share each artist’s message across different channels, with content that truly reflects their unique style and vibe. And if on top of that, you put the right mix of promotional tools, you end up having one of the best ways to build a sustainable career.” - Alex Cotofana, Marketing Manager.

With a wide range of new platforms emerging over the past decade, the playing field for artists has become much more level. This creates the ideal opportunity for the marketing team to step in and make a real impact. Our overall focus for the future is leveraging these platforms to build meaningful connections between artists and their audiences while developing new ways to communicate even more directly with the fans.

It’s (not) all digital

While the shift towards digital is undeniable, live events remain one of the main revenue streams for artists. Live music has continued its strong post-pandemic rebound worldwide, with a Goldman Sachs report estimating a 25% growth in 2023, reaching 118% of 2019 levels. Locally, new events have emerged alongside established festivals, which are now adapting their lineups to fit the new landscape.

Diana Munteanu, our Head of Label: *“We’re seeing fans and artists more invested in live shows than ever before. Artists are starting to approach touring with the same level of detail and creativity you’d see on the international stage, really focusing on making each show a unique and memorable experience for their fans.”*

Global Records’ international success has opened up new markets and audiences for their artists, but

it has also brought challenges related to cultural sensitivity and authenticity. The post-pandemic years have seen their acts touring extensively, from Kazakhstan to the United States, with their releases reaching charts worldwide.

“Globalization has made it possible for artists from any part of the world to find an audience anywhere, but with that comes the responsibility to respect and understand different cultural contexts. As we expand into new markets, it’s crucial that we work with local partners who understand the nuances of their audience. The future of the music industry will be increasingly global, but success will depend on our ability to navigate cultural differences and build genuine connections with diverse audiences” says Diana.

The Globalization of Music.

With emerging markets becoming the major driver of subscription growth since 2021, it’s an exciting time for our territory. While revenue contributions from these markets may not yet match those of more developed regions, local music genres and artists are gaining popularity both domestically and internationally.

“We’re in a unique position where coveted spots in editorial playlists are increasingly occupied by up-and-coming acts from emerging markets, alongside releases from global stars like Dua Lipa, Tiesto, and David Guetta. It’s something that would have seemed impossible even five years ago,” says Olga Juverdeanu, General Manager at Global Records.

“Standing at such a pivotal moment, it’s incredible to be part of the change. Looking to the future, I believe that the role of record labels will continue to evolve. We’ve been keen on positioning ourselves as enablers, trying to provide artists with the resources and expertise they need to succeed, as they are increasingly competing with household international acts. And we feel confident that our acts have the capability of standing out, even in more developed markets.”

Some final thoughts about the future from our colleagues:

Denisa Boulescu, Head of Project Management

When I think about the future of the music industry, it’s easy to imagine virtual concerts or AI generated tracks. But actually, the broader vision I picture is a seamless blend of technology with real-life experiences, short-form content driving new ways to connect with fans, and a blend of old and new

influences shaping the sounds. While AI is making waves across all industries, I believe music will retain its core essence. With all its benefits, technology will only serve as a tool to enhance creativity and quality in all forms, rather than redefine it.

Andreea Selaru, International Promo Manager

The music industry is as dynamic as ever, and it is an exciting time to be part of it. I have been working in the music industry for six years, and it has changed significantly in such a short time. We all witnessed the pause in the music industry caused by the pandemic, but after that, it has exploded with new artists becoming international stars and well-known artists returning with much-anticipated albums and huge world tours. The competition has reached unprecedented levels, and the most notable effect is the interest in the music quality, which has become a priority for every artist.

It is also incredible how a social media platform like TikTok can play such a crucial role in the evolution of artists and the awareness of their songs. Artists now need to be creative not only with their music but also with their online presence to have that unique selling proposition among all the competitors. On the other hand, TikTok gives new sounds the opportunity to become widely known, leading to unexpected tracks topping the charts. There is an audience for every genre and style; artists just need to find the most suitable way to reach it.

Alexandru Sanda, A&R:

Overall, I see great competition, challenges brought by technological developments, and artists becoming increasingly self-aware. I am very curious to see how the year will end and what the next year will bring.

The future of the music industry is now more than ever about blending technology and creativity, setting the stage for a revolution in how we experience and create music.

With everyone having access to advanced creative tools and platforms, I believe that originality, quality, persona, and personality will be the key factors that separate artists from true superstars.

As an A&R, I see AI-powered tools enabling artists and creatives to explore new sonic landscapes and blend genres in innovative ways, making music creation more accessible than ever before.

I’m grateful to be part of an amazing team that aims to push the boundaries of what’s possible in music.

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EMAGIC – ROMANIA'S LEADING CONCERT PROMOTER



SERIOUS ABOUT ENTERTAINMENT

Ever since entering the Romanian market in 2005, EMAGIC has been a pioneer in organising and promoting some of the most complex events and rapidly became the leading concert promoter, delivering premium event experiences to more than 3 million people over the years.

As one of the nation's leading live entertainment companies, EMAGIC built trust and reliability with both the local audience and partners, as well as the international artist community, thus helping put Romania on the map of major concert tours of renowned artists, such as Coldplay, Depeche Mode, Guns N' Roses, Madonna, Lady Gaga, Metallica, Red Hot Chili Peppers, Roger Waters or Queen, among many others. And, let's not forget the promoter's most ambitious and ahead-of-its time project, B'ESTFEST Festival, which gained Emagic the reputation for breaking ground by showcasing massive line-ups featuring names such as P!nk, Pulp, Moby, Royksopp, Skunk Anansie, Garbage, Nas, Pendulum, Chase & Status, Cypress Hill, Faithless, Franz Ferdinand, Kaiser Chiefs, Texas, Santana, Kasabian, Motorhead or Manowar.

COLDPLAY - THE FASTEST CONCERT SELLOUT IN ROMANIA

This year Emagic hosted their most ambitious stadium shows so far at Arena Nationala in Bucharest – two consecutive Coldplay concerts, part of the Music Of The Spheres World Tour. Both shows sold out rapidly, marking the fastest sell-out in the history of live music in our country, with more than 100 000 participants over the two days.

“We are deeply honoured our country has been included in the Music Of The Spheres World Tour in 2024 and tremendously grateful to Live Nation, Coldplay and especially to all Coldplay fans for the opportunity to break all records in Romania by selling out two consecutive shows for this tour.” Laura Coroianu, Managing Partner EMAGIC.

PAVING THE WAY FOR A MORE SUSTAINABLE LOCAL LIVE INDUSTRY

The two Coldplay concerts were the first major concerts in Romania to have a sustainability rider, highlighting requests and recommendations to protect the environment

and reduce the carbon footprint. Additionally, these were the first two concerts in Romania to successfully implement sustainability measures of such magnitude. Emagic’s production team has been actively involved in these sustainability efforts and environmental initiatives.

With the help of Bucharest City Hall they implemented various solutions to reduce energy consumption and use eco-friendly transportation options for the over 100.000 participants. Emagic’s commitment to these sustainability requirements reflect their efforts to make a positive impact on the environment and inspire other promoters to join the fight against climate change.



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FROM TRANSYLVANIA TO GLASTONBURY: THE JOURNEY OF MIHAIL AND MUSSPELL

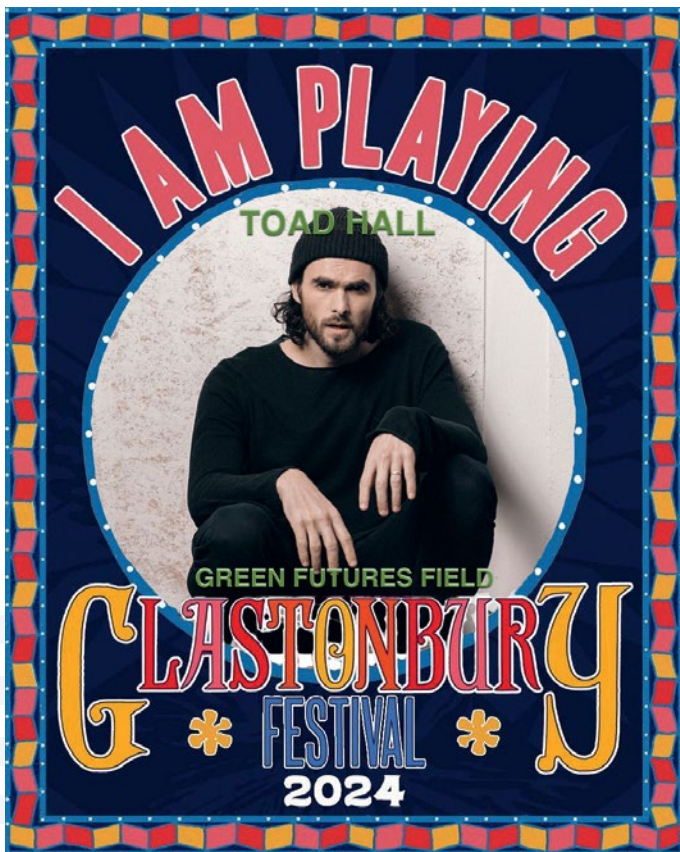
The mythos of Glastonbury, one of the world's most revered music festivals, has always been steeped in history and the clash of cultures. In 2024, this historical meeting ground welcomed two unexpected yet electrifying talents from Romania—Mihail Sandu, known simply as Mihail, and the dark dream pop band Musspell. Their performances stood out not just for their musical prowess, but for embodying a rich tapestry of Romanian cultural heritage meshed with contemporary sounds.

Mihail: A Journey Through Versatility

Mihail's rise to Glastonbury fame begins in the heart of Transylvania, in the medieval city of Cluj-Napoca. Known for his deep, resonant voice and his skillful blend of numerous genres, Mihail emerged with a fresh sound that combined pop, rock, and folk elements. His musical versatility earned him a reputation that transcended Romanian borders, making him a name to watch on the international stage.

In 2022, Mihail experienced a breakthrough moment with his single "Who You Are," which gained massive traction across Europe. In 2023 he had an electrifying performance at MMB Showcase — so much so, it even caught the attention of Lisa Nasta, the Glastonbury representative present in the venue. MMB Showcase led to another performance at ESNS, and Lisa got the chance to see him again and that's when she decided Mihail is worthy (pun intended!) of Glastonbury.

As an artist who is renowned not only for his studio work but for his intimate and electrifying live performances, Mihail's invitation to Glastonbury seemed a natural progression. The singer-songwriter's music videos, which aesthetically resonate with Romanian landscapes and cultural motifs, added further intrigue and mystique, thereby capturing the zeitgeist of modern multicultural fluidity. Upon arriving at Glastonbury, Mihail was met with both excitement and nervous anticipation. Surrounded by legendary and upcoming artists alike, Mihail's presence contributed to the festival's unique mosaic of musical artistry. His set was scheduled on day two at The Toad Hall Stage, a perfect stage to introduce his music to a global audience itching for authenticity and emotion. The crowd's reaction? Awe-struck silence through ballads like "Who You Are?" followed by euphoric applause with more upbeat tracks like "Slow Train".





Musspell: Enchanting Dreamscapes

While Mihail brought an introspective and modernly eclectic charm, Musspell evoked a different kind of magic. Emerging from the same vibrant city of Cluj-Napoca, Musspell's dark dream pop sound is an ethereal blend of haunting melodies and atmospheric textures. Their music immerses listeners in a world of shadowy emotions and poetic introspection, echoing the enigmatic beauty of Romania's fog-laden forests and ancient lore.

Musspell's path to Glastonbury was significantly marked by their performance at the 2023 MMB Showcase, which led to a few more at Focus Wales, a noted platform for promising European talents. It was there that Glastonbury scouts, continually in search of diverse talent, stumbled upon their performance—drenched

in haunting charisma and layered with otherworldly soundscapes. The spellbinding performance left a lasting impression, earning them an invitation to grace the Glastonbury stage in 2024.

Upon arriving at Worthy Farm, Musspell felt a wave of pride and responsibility. Scheduled to perform on The Toad hall, known for its openness to international up and coming indie acts, Musspell's presence brought a mystical aura to the festival. As they took to the stage, opening with "Catch The Sun", the crowd was enveloped in a dreamlike atmosphere, hypnotized by the emotive vocals and the lush soundscapes created by the band. The audience's reaction was a captivated silence, followed by waves of applause and ethereal dancing to tracks like "Valley Of The Moon" and "Better Off".

Cross-Cultural Triumph at Glastonbury

Mihail and Musspell's participation at Glastonbury marks a considerable feat for Romanian artists on the global stage. Both performances crystallized robust musical interplay, blossoming from deeply embedded cultural roots adapted for wider audiences. Their success at the festival didn't just highlight their inimitable talent but also echoed the stage's enduring spirit—celebration of diversity and the continual breaking down of cultural barriers through music.

Through their journey, Mihail and Musspell did much more than play sets—they introduced a new audience to a rich Romanian musical landscape and captured the eager, open hearts of festival-goers from around the world. For those privileged to witness their performances, Glastonbury 2024 became a festival of sonic integration, personified best by these two luminaries from Romania.



#1 HIT RADIO



#1 ROMANIA LISTENES TO KISS FM

According to the audience study conducted between January 15 and April 28 2024, by Mercury Research and the Romanian Institute for Evaluation and Strategy - IRES, at the national level, Kiss FM is listened to daily by 2.729.000 people. Thank you!

ROTON MUSIC – WE’VE SET THE TONE! SINCE 1994

Roton Music was founded by Bogdan Maxim, Dan Muraru and Cătălin Muraru in 1994 and became one of the largest independent labels in Europe.

Over the years, Roton supported a wide array of artists, from emblematic figures like Margareta Pâslaru, Sofia Vicoveanca, to legendary rock bands such as Compact, Holograf, Iris, Pasarea Colibri and Phoenix.

Roton Music has played a key role in the debut of today’s established artists including Alex Velea, Antonia, Connect-R, Smiley, Marius Moga, Mario Fresh, Mihail, Proconsul, among many others. With a diverse portfolio of music genres ranging from pop, dance, folk and rock, the label has been constantly evolving and adapting to the ever-changing music industry.



Their 30 years of existence are backed by more than 15.000 singles released, many of which become evergreen. Here are just a few: “Vorbește Marea” (Cătălin Crișan, 1987), “Inima nebună” (Pepe, 2002), “Ți-am promis” (Akcent, 2002), “Doar cu tine” (Activ, 2004), “Selecta” (Anda Adam, 2007), “Yamasha” (Alex Velea, 2007), “Dana” (Amicii, 2008), “Zece” (Florin Chilian, 2008), “Dear Mama” (Blaxy Girls, 2009), “Hot” (Inna, 2008), “Vara nu dorm”, (Connect-R, 2013), “Toca Toca” (Fly Project, 2014), “Mhm Mhm” (Manuel Riva & Eneli, 2016), “Miami” (Manuel Riva & Alexandra Stan, 2018), “Puerto Rico” (Fly Project, 2024), “Mamma Mia” (Misha Miller, 2024).

Roton Music has also been supporting the most important international careers of Romanian artists, such as Akcent, Alexandra Stan, Fly Project, Inna, Otilia, Manuel Riva, Misha Miller, Morandi, Sasha Lopez and the list goes on.

International territories humming the well-known choruses were found on all continents of the world. Over the years, Roton Music has proudly been the main representative of records coming from world-renowned artists in the Romanian market as Ed Sheeran, Red Hot Chili Peppers, Pink Floyd and also Armin Van Buuren, Tiesto, ATB, Bob Sinclar, Lost Frequencies, coming from the dance music stage.

From the very beginning, Roton Music has understood the need to support the effort and creativity of artists, producers, songwriters and partners, who, to be successful, must satisfy the musical preferences of the audience.

This year Roton Music celebrates 30 years of activity, hits and evolution, under the umbrella of the Roton 3.0 anniversary campaign. Young and talented artists performing well-known songs originally released by Proconsul, Mădălina Manole, Bosquito and many other iconic artists. The first artists involved are Misha Miller and Jean Gavril, who reinterpreted “Cerule”, released in 2010 by Proconsul. Another notable collaboration features Bianca Tilici and Radu Stefan Bănică, who paid tribute to Mădălina Manole’s song “Tu n-ai avut curaj”.



Innovative, dynamic and creative, the people at Roton Music have raised generations and earned enduring musical success. As an expert in discovering talent, voices and entertainers, Roton Music, collaborates with both big established names and new music industry talents.

“To expose their talent to the audience in order to be able to achieve the success we are all chasing, we always had talented and ambitious people by our side. Roton Music would like to address a huge THANK YOU to all the artists, producers, songwriters, partners and friends for their trust. We look forward to enjoying the next chapter together.”

Signed,
Team Roton Music

30 UNDER 30: THE YOUNG MUSIC INDUSTRY PROFESSIONALS YOU NEED TO KNOW

Selly (Content Creator, Co-Founder, Beach, Please! Festival, 23 years old)

First and foremost, we have Andrei Șelaru, known online as Selly, a 23-year-old Romanian content creator and entrepreneur, who is the co-founder of BEACH, PLEASE!, the largest urban music festival in Central and Eastern Europe. He began producing content on YouTube at the age of eleven, and today, "Selly" boasts the largest entertainment channel on YouTube in Romania, with over 3.5 million subscribers.



His company, Selly Media Network, has co-produced 4 out of the top 15 highest-grossing Romanian films of all time, totaling 1.4 million cinema admissions: "Buzz House: The Movie" (2024), "Romina, VTM" (2023), "Tabăra" (2021), and "5Gang: Un altfel de Crăciun" (2019). Being an entrepreneur from an early age and accomplishing

more in the music and entertainment industries than many hope to achieve in a lifetime, Selly stands as an example of professionalism, ownership and long-term vision. His projects, which he fully funds and manages, turn out to become international phenomena, setting new standards in the global scene of live events and entertainment. Given his remarkable achievements and the significant impact he has made at such a young age, it is only natural that we open this list with him.

Q: What does "success" mean to you?

A: For me, success means doing something you love and you are passionate about at a level where you are one of the best in the field.

Q: What is the professional achievement of which you are most proud?

A: Being the co-founder of Beach, Please! Festival is the achievement I am most proud of.

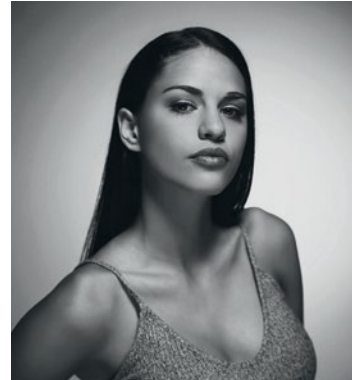
Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: The most important thing is to actually be passionate about the field you want to be successful in. You can never be the best at something if you don't actually enjoy doing that thing. So, the first thing is to find something you truly like.

The MMB 30 Under 30 list aims to showcase Romania's top young music professionals, who represent the future of the industry. We wish to highlight youngsters that change, challenge and develop the music industry of today and tomorrow. The list was compiled based on nominations from key industry leaders. Below, you can take a glimpse into how they see and forecast Romania's music business.

Alice Halpert (Label Manager, Global Records, 29 years old)

Managing the label side at Global Records (Pop/Dance label), the biggest independent label in Eastern Europe, Alice started her career in the music industry in 2018 as an intern, working her way up through various jobs: intern, project manager, head of project management, artist manager to team leader. With a versatile background, having studied acting for her bachelors and international marketing at King's College in London for her masters, Alice also likes to engage in various other activities in the entertainment industry. She has been the show runner for Beach Please Festival and has grown with it since its first edition while being the festival's voice as well, and you can also catch her on screen, in productions like Teambuilding or Clanul series.



Q: How does the music industry look like to you in 2024?

A: Fluid, genre-bending and prone to localization. I feel that listening patterns are getting more personalized, while music is getting more and more fluid, especially with the appearance of AI tools in the picture. The increase in production and consumption of localized, non-English music is expanding the reach of music and ensuring its continued competitiveness and relevance in this progressively interconnected environment.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: The music industry in Romania is incredibly fast-paced and might not "have time" to nurture a young professional starting out in the working environment. However, if you have the passion and drive to keep up and learn from everyone you interact with, you are already one step in!

Andrew-Edward Nedelcu (Azteca) (CEO, Azteca Ocult Media, 27 years old)

My name is Andrew-Edward Nedelcu and I am an artist, producer, sound engineer, and CEO of AZTECA OCULT MEDIA SRL, through which I manage all aspects of my

successful independent artist career.

Q: How does the music industry look like to you in 2024?

A: Specifically in my field—the urban music scene encompassing Hip-Hop, Rap, and Trap—the industry is on an upward trajectory. It is beginning to resemble what other European countries like Italy and Germany experienced about a decade ago, evolving into a legitimate and thriving business. This growth is evident in the increasing financial gains, the influx of foreign visitors to our music festivals, the rise in new artists each year, and the emergence of various subgenres.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: For a young person trying to break into Romania's music industry, the main challenge is the insular nature of the business. Being relatively nascent, everyone in the industry knows each other, making it difficult for outsiders to gain acceptance. When I first entered the scene, I received little to no help or guidance. I had to learn through trial and error, gradually proving myself and earning my place.



of expansion and reinvention. The music industry in Romania seems to have been reborn in 2023, somehow in full bloom due to the “new wave” of artists. Festivals hold an important role in this expansion, allowing even Romanian DJs to have a bigger exposure. Yes, it is a revived industry lately, due to internal factors.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: Firstly, competition is harsh in the music industry in Romania and therefore, no one is teaching you how to do anything. If you are not self-taught, you risk having a cumbersome evolution which, in time, can be discouraging. I set out to change this mindset with time and to try to share all the earned knowledge with people that want to follow the same path. Sharing is caring, and sharing is the best way to be stronger than others.

Secondly, it is very hard to grow a team because those who want to partake do not see all the work behind the evolution, everybody sees the fun, but behind these fun moments are years of work and dedication.



**Alex Gospodin
(Booking Manager
Theo Rose,
29 years old)**

Hello! I am Alex Gospodin, I am 29 years old and I am an Aries. Now that I have caught your attention, I can begin stating some details about me. I was born in Urziceni, Ialomița, got to Bucharest 11 years ago and was introduced to the music industry 10 years ago, with no clear

intention. Just like any successful provincial, I came to Bucharest to earn a higher education but it wasn't before 2018 that I began understanding what I truly want to do and started actually dedicating myself 100% to that goal, since it was then that I faced my first real challenge.

The year 2022 was on in which I fully understood that I was on the right path and doing what I was supposed to be doing. It was the year I was offered the chance to work with one of the most hard-working, talented artists I have ever met until now.

Q: How does the music industry look like to you in 2024?

A: I believe the music industry is in a continuous process



**Laura Deaconescu
(Communication
Manager, Atom
Music, 28 years old)**

Laura Deaconescu is the Communication Manager for the Romanian artists Andia, Alexia, Spike, and The Urs. With 6 years of extensive experience in the Romanian music industry, Laura has developed a keen eye for strategic communication and project management. At ATOM, she oversees the

coordination of various departments, ensuring smooth collaboration and efficient workflow. Laura also takes on the role of project manager for Andia and Spike, ensuring their projects are executed seamlessly and successfully.

Q: What is the professional achievement of which you are most proud?

A: One of my most cherished professional achievements revolves around the role I played in guiding Andia through the phases of her career. A particularly memorable milestone was the successful production of her first ever ticket-selling concert coinciding with the release of her EP “Egotic” - a challenging endeavor that proved immensely fulfilling.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: My advice is to embrace versatility - it is a creative industry, so you will be faced with different situations that you will have to resolve. Another piece of advice would be to educate yourself about the industry because knowledge is power, and understanding every aspect of this business will help you navigate your career more effectively.



Ștefan-Andrei Unguru (Andu) (Urban Booking Agent, Forward Agency, 25 years old)

My name is Ștefan-Andrei Unguru (Andu) and I have been a booking agent specializing in urban music at Forward Music Agency for about 3 years. My debut in the music industry was as an artist back in 2014, when I was a

bassist involved in various local projects. Currently, as a booking agent, I act as a bridge between musicians and venues, ensuring that their performances are not just scheduled, but well placed to maximize their impact. And I'm a fun guy.

Q: How does the music industry look like to you in 2024?

A: In my opinion, the music industry in 2024 is highly dynamic and increasingly driven by digital platforms and technological advancements. Streaming services continue to dominate, with artists relying heavily on social media platforms such as TikTok and Instagram. These play crucial roles in music promotion and discovery. Independent artists have more opportunities to reach the audiences without major label backing, thanks to affordable production tools and direct-to-fan marketing strategies.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: I believe that the most important thing to be successful is networking. In an industry where competition is quite high in all niches, I think a significant differentiating factor is the human aspect and the strong relationships you manage to build over time. And yes, first impressions matter a lot.

Ana Pogonariu (Social Media Manager, UNTOLD, 25 years old)

Ana (Pogo by her nickname) is a young professional who has a major love for people, music and advertising. Ever since 2022, she has been running the social media channels for UNTOLD Festival and been helping, on-site, the other festivals of the UNTOLD Universe portfolio: Neversea, Massif and UNTOLD Dubai.



Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: I think the most common one could be the fact that - overall - in the music industry (talking about everything: artists, tour managers, labels, festivals) young people have to prove more what they know, compared to people over 30. I found myself lots of times in the place where my point of view or opinion wasn't taken into consideration just because "I'm young and I don't have enough experience." Not specifically at UNTOLD, but in other projects I took part in. So, basically, we have the challenge to prove that even if we are at a young age, we know what we're doing.

Q: What is the professional achievement of which you are most proud?

A: Being part of the UNTOLD team, for sure. And all that came with it. From super nice campaigns to all the hard work during the festival. But most importantly, I'm super proud that people are supportive and have lots of trust in me and my powers. It's super important for me to have inspiring people around, and let me tell you: this team is really the S#\$T.

Zola Petre (Founder & Events Troubleshooter, AKOKO Creative, 22 years old)



With a passion for music fueling her curiosity, Zola became involved in the field of live entertainment and electronic music events both locally (RO) and internationally (NL). Today, she's a versatile force in the industry, juggling roles such as Artist Advancer, Backstage Coordinator, Back Office Manager & Project Manager, slowly gaining a well-rounded view of the music scene. Her evolving

grasp of the industry drives her commitment to leading transformative projects and progressive growth.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: Finding confidence in a world where limits need to be tested, pushed, and rewritten. The music industry is unconventional, applicable to all aspects of music and everything around it. It is also always hard to give your personal touch in a world filled with many opinions and working methods. Make it your own and stop trying to replicate what worked for others. This... and also finding yourself being at the right place at the right time with the right people.

End advice: Be yourself and trust your intuition while staying humble and doing good recklessly. In the end, everything is simple.

Q: How does the future of the music industry (in Romania) look like to you?

A: BIG. International. Modern. Professional. But also

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Sensitive :) In a self-teaching world, young people of my age have lost the value of mentorship. Especially in Romania, there are heroes of the music industry who built everything and have a "legacy" that needs to be passed on. We must take it further and adapt it to our own senses. For me (Zola) Many busy summers, countless weekends of overwork, and endless emails and briefings sent—just the usual. I want to contribute to the industry because there is a serious shortage of skilled professionals here and everything can be done more easily, better, and more organized. My goal is to standardize the industry, rather than freestyling people into roles and freestyling solutions. So, in the future, you will hear from me and many other new talents as we work to build and grow the music industry. We will get bigger and bigger.

Ștefan Hadăr (Artist Manager and Booking Agent, Watermelon Agency, 25 years old)



Ștefan Hadăr has been working in the music industry since the age of 19 with some of Romania's biggest artists such as Tudor Chirilă/VAMA, VUNK, and Zoli Toth. Starting as a jr. project manager, he learned a wide range of skills, from social media marketing to PR and booking. He then joined Overground Music, Romania's leading alternative music management agency,

where he managed the digital promotion of the agency's roster (including byron, The Mono Jacks, Robin and the Backstabbers, etc.) and contributed to the booking department. Currently, Ștefan is the artist manager and booking agent for the folk-metal band E-AN-NA and pop-sensation PAULINA. Additionally, Ștefan is the Conference Program Coordinator at Mastering the Music Business, Romania's most prominent music business conference.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: Although I feel like there are plenty of opportunities for a young person who wants to start out in the music industry, it's not easy to stand out as a young person. I was lucky to work with people who listened to what I had to say and took my opinion into consideration, although I was in my 20's when I got my first job. But, working with a wide range of people, it was difficult to be taken seriously as a person who just finished high school.

Q: What is the professional achievement of which you are most proud?

A: Each year comes with its highlights. This spring, for example, I'm very proud of the concert I co-organized at Arenele Romane for Paulina's album release. Last year's highlight was E-an-na's album release and national tour. Certainly, next year will come with its challenges and achievements.

Andreea Șelaru (International Promotion Manager, Global Records, 28 years old)

Andreea Șelaru is International Promotion Manager at Global Records. With a lifelong passion for music, Andreea Șelaru began her career with a summer



internship at Agentia de Vise in Bucharest. After a brief stint in digital advertising, she joined Global Records in 2018, initially as a Licensing and Promotion Assistant. Now leading the international promotion team, she guides the path of artists such as INNA, Minelli, Antonia, Olivia Addams, Holy Molly and many more from the label's roster through the international radio scene. Throughout

her professional life, she has seen artists earn gold awards in France and Poland, and platinum awards in Hungary and Poland. Her career goal is to continually support the growth of emerging markets and become an Industry thought leader.

Q: What is the professional achievement of which you are most proud?

A: There are several moments I am proud of since I started working in the music industry. It is always an amazing feeling to see one of your artist's tracks charting around the world and knowing you've supported the artists to achieve their dreams. One standout achievement for me was the success of "Rampampam" by Minelli. Witnessing the track's journey from charting in Romania and Eastern Europe to becoming a hit in France, Germany, and the Nordics was incredibly rewarding. The song achieved #1 on Radio Airplay in 24 countries, #4 in the Global Shazam Top 200, and #1 in Global Dance Shazam. Working closely with key tastemakers across different countries and finding creative promotional strategies to help the track reach a global audience was a remarkable experience. The track's success was further highlighted by receiving platinum awards in Poland and Hungary and heading towards a gold award in France. This milestone was a significant moment in my career, and I'm proud to have contributed to such a global success.

Q: How does the future of the music industry (in Romania) look like to you?

A: Working in international music promotion, I've had the opportunity to observe Romania's position in the global music scene, as well as to learn about various local markets in Europe. I'm proud to say that Romania is emerging as one of the largest markets among Eastern Europe's developing regions, with significant potential to compete with more established Western markets. The Romanian music scene is vibrant, with a lot of creativity and ambition. I believe the future will see a substantial increase in the export of Romanian music, as it gains more international recognition. Additionally, I am confident that the music industry in Romania will become more

diverse in terms of business models and stakeholders. This diversification will foster real competition and contribute to the industry's growth toward becoming a mature market.

Alex Butu (Senior Project Manager, Def Jam Recordings, 29 years old)

They called me Butu in 4th grade and I go by that name even now at 29. I'm a failed artist with an incredible journey as an artist manager. I'm Senior Project Manager & PR at Def Jam Recordings Romania part of Universal Music Group. I'm working closely with Satra B.E.N.Z., IDK, Tussin, Petre Stefan, just to name a few.



My job is to let them be artists while I take care of all organizational, administrative and promotional stuff that they hate to do. Lucky for them, I'm pretty well put together with strong feelings towards Excel. Did I say that I'm organized?

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: A young, talented individual might be overwhelmed by the complexity of this system that we call 'music industry,' BUT as general advice in life: if you have a big problem in your life, break it down into smaller ones and deal with them individually.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: (1) Make a separate Instagram account where you only follow people that are talking about music business and pages that distribute knowledge about creative industries. Read the whole feed for 10 minutes every day. (2) After that, watch every interview with an artist & his managers. After you finish that, go to a different artist. After you watch them all, go to a different country. You got the jist by now (3) Also, read biographies and autobiographies. With no traditional school, in 2 years you'll be good to go for a position in any music label just by using Social Media and books correctly.

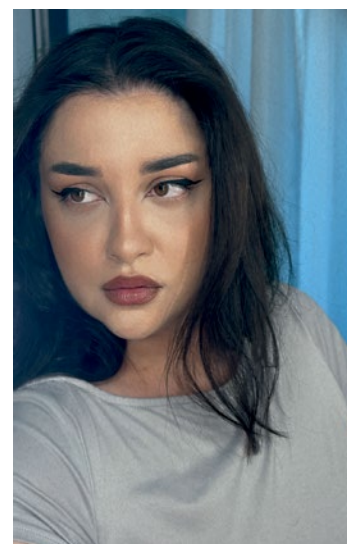
Adina Moisii (Label Manager, Seek Music, 27 years old)

My name is Adina Moisii, I am 27 years old, I am a partner at Seek Music and I collaborate with independent artists like NANE and Azteca. I work as a manager, booking agent, legal advisor, financial consultant and essentially handle anything an artist might need.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: At the beginning of a career, whether you are an artist

or someone who wants to work in the music industry, it is very important to know how to choose the right environment for your growth. In an industry dominated by major players, who focus solely on profit and overlook culture, message, or the art itself, the difference in vision can be a shock between these young individuals and the 'professionals' in the industry. This can deflate you quite quickly, so it is essential to continue believing in yourself and what you want to achieve no matter how hard it can get.



Q: How does the future of the music industry (in Romania) look like to you?

A: I think the future of the music industry in Romania looks both promising and challenging. It's promising because there's a growing focus on supporting independent artists, which is a positive change. However, it's also challenging because the major label system still has a lot of influence. As things change, there will be a bigger need for professionals who get both the artistic and business sides of the industry.



George Apostu (Booking Agent, Line Up Agency, 30 years old)

George has been active in the music industry for 5 years, supporting music and artists in their musical journey.

Q: What is the professional achievement of which you are most proud?

A: In the first part of this year, together with my friend Horea, we started a series of musical listening sessions where the invited

artist tells the story of their album and some cool insights. I think it is the coolest experience I have managed to create, quite unique for both the participants and the artist. You should check out @MufaRoom.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: Try to do as many things as possible in this direction, ask for advice, make your way among people, and listen as much as you can. Seriousness and discipline help you form a solid foundation, and this way you can more easily build what you want.

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Diana Niță (Manager, Blueprint Production, 26 years old)

Currently, I wear multiple hats: I am an entrepreneur with a business specializing in event production and outdoor event logistics rentals. I work for the Sibiu International Marathon, where I also coordinate the production aspect of the event. Additionally, I collaborate with several festivals and events on production. In my free time, I travel around Europe to discover the latest trends. I am constantly on the lookout for new projects and challenges.



Q: How does the music industry look like to you in 2024?

A: I believe it is an incredibly fast-moving and constantly-changing field, where you need to adapt and innovate continuously, stay up-to-date with everything new on the market, and find solutions that no one has thought of before. The standards rise from year to year, and as you evolve and work with bigger names, the challenges grow. However, in my opinion, the feeling you get when you see an artist making waves on the stage of an event you've worked on for months and the audience is ecstatic is incomparable.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: I think the biggest obstacle for young people is the reluctance of previous generations to accept new people, teach, mentor, and prepare them for what this industry truly means. In my experience, there are very few ones that are genuinely willing to share their knowledge with younger individuals that have the potential to carry the music industry and music events forward. As a woman starting out in this field, I've found even more barriers, finding it harder to secure mentors and guides to help navigate this world. Young people wanting to enter this industry need to continually prove that, even though they lack extensive experience, they have new ideas and perspectives that haven't been tried before but could achieve spectacular results if given the necessary space.

Darius Țăran (A&R Director and Head of Publishing, Global Records, 27 years old)

I have been in the music industry for almost 6 years, currently being the Vice-President of the A&R department for Global Records Group and Head of Global Publishing. I'm overseeing our music releases, talent's development with the help of our great on-growing A&R team, as well as new talent signing overview. I'm also focusing on growing our international roster and releases in the Western Market, in which we opened our new offices (Berlin).

Q: How does the music industry look like to you in 2024?

A: Dynamic, with lesser musical boundaries and strong tendencies to cross-genre experiences. 2024 feels like it might be a landmark year for how the musical landscape shapes in the following years, especially noticing the ground-breaking technological advancements, as well as the easier access to music throughout the digital platforms.

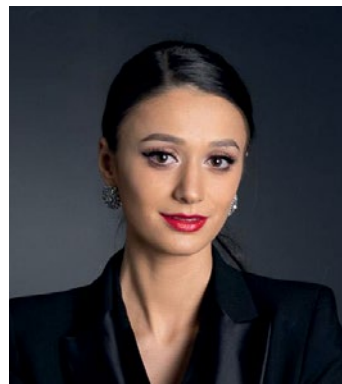
Q: What is the professional achievement of which you are most proud?

A: There are multiple angles to look at your achievements as an A&R. To mention a few: having contributed to the careers of amazing talents from the first demo to being on stage in front of thousands of people or having their music heard everywhere; having contributed to music that generated more than 1.5B streams and views in the past 5 years, as well as 50+ radio hits in the CEE region; growing and mentoring our A&R team for impactful success stories with our talents, which already happens.



Roxana Popa (Partnerships Manager, UNTOLD, 26 years old)

Roxana Popa is part of the new generation of entertainment industry professionals. Passionate about electronic music and festivals, she discovered 3 years ago how you can combine the two passions in an area that brings added value to brand partnerships, as part of the UNTOLD Universe team.



Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: Related to what I have previously mentioned, being such a young industry, it is still not fully known what tools are needed to enable a smoother workflow for everybody. This happened to me as well at the beginning, when I realized that my role (Account Manager at that time) was not fully grasped by either my colleagues or commercial partners until after the first festival edition carried out in this team formula. Only then did they understand how much having a designated person to maintain the communication between the 2 sides - festival and partner - eased the planning process. I also think it is important to mention the "battle of the ages," as I would like to call it. It is very challenging to state your opinion in various situations when talking with older, more experienced

people, who have been managing a business for years (I am talking here from the position of a person who manages commercial partnerships). However, with solid argumentation, you can break that limit. While also being results-oriented, people appreciate your fresh vision as a young professional. The secret is to flip this “disadvantage” of age in your favor, as it is an industry that allows you to do so :)

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: Don't overthink it! It is an amazing industry in which no day resembles another and in which you simply cannot get bored. It is an industry that allows and even encourages creativity, while also being an industry in which you need to be patient and resilient.



Andrei Bobiș (Music Producer & General Manager, Cirkular, 28 years old)

I am a music producer & general manager at Cirkular, a boutique record label and music production studio based in Cluj. On stage, I play percussion, synthesizers and guitars with the art-rock band Zimbru.

Q: What are the main challenges that a young

person faces when starting out in the current music industry (in Romania)?

A: I try to keep away from such generalizations, but one challenge I am sure holds true for everyone is finding places to play live. We have very few venues throughout the country that constantly curate a diverse program that includes emerging artists.

Q: What is the professional achievement of which you are most proud?

A: I am most proud to have started Cirkular and for it to still be here after all this time. We are turning 6 this year, which seems a bit surreal, and it feels like such a privilege and a lucky draw to be in this position where this small and incredibly niche studio & label keeps on going, making music, and helping people put together the pieces of the things they desire to create.

Iulia Hermeneanu (Artistic Manager & Communication, FFIR, 23 years old)

Iulia Hermeneanu began organizing events as a volunteer at 15 and played key roles in more than 80 events to date. She is now managing artists booking, communication and volunteers at several festivals and events in Brașov area and Romania.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: Probably gaining the trust of the people you work

with. It might take a little longer to prove your professionalism, and, like any beginning, you need a few successful events to create a solid network of people with whom you can ideally work easily and quickly.

Q: What is the professional achievement of which you are most proud?

A: It's not a specific event, but I am most proud of who I am now, professionally speaking. With all the events organized over the last 8-9 years, all the artists and people from the music industry I have worked with, I've reached a point where most discussions go very smoothly because people know and trust what I do. I am proud of the work done that has taken our events to the next level. I am happy that over the years, we have helped grow several dozen young volunteers, some of whom have found their passion in the music/events industry.

Alexandru Coțofană (Marketing Manager, Global Records, 30 years old)

Alex Coțofană serves as the Marketing Manager at Global Records, while also managing The Motans. With nearly a decade of experience, Alex has worked on developing and positioning some of the leading artists in the local industry. With a background in communication and artist management, as well as a passion for visual arts, he gained experience coordinating Mihail's rise from local artist to international fame, culminating in a platinum record in Italy.



Q: What are the main challenges that a young person faces when

starting out in the current music industry (in Romania)?

A: The primary challenge is the lack of available information, coupled with people's occasional unwillingness to help. The local music industry is still rather new, especially compared to Western markets. We're now seeing the first generation of employees with formal music industry education, but they are still quite rare, and their information often doesn't always fit the current landscape.

Q: How does the future of the music industry (in Romania) look like to you?

A: Increasingly international. Just 20 years ago, we began achieving our first international breakthroughs, even with



songs in our local language. Over the past two decades, our musical tastes and the quality of our releases have grown exponentially. I believe it's only a matter of time before we have a string of Romanian international pop stars.

Delia Tiu (Logistics & PR, Sublime, 23 years old)

I organize live shows featuring Romania's most popular artists in more than 100 cities around Europe. From logistics and promotion to Facebook ads, graphic design, partnerships, accommodations and managing technical aspects, actually driving.. you name it and we wave it!



Q: How does the music industry look like to you in 2024?

A: In 2024, the music industry is thriving with diversity. Classic artists like The Beatles and Queen are still popular, while new artists are gaining attention through platforms like Spotify and YouTube; and the listeners enjoy personalized

playlists and recommendations, making it easy to find new favorites. Technology allows musicians to create quality music at home and both live and virtual concerts are widespread. Social media helps artists connect with fans and promote their music.

Q: How does the future of the music industry (in Romania) look like to you?

A: I haven't had much time to think about it yet, as I'm still learning and figuring things out. However, I hope the future will be dynamic and full of life. Young talents are bringing fresh ideas, despite challenges in gaining trust and recognition. Advances in technology make it easier to showcase their work and connect with audiences. The mix of classic influences and new energy promises an exciting future for the industry.

Ionuț-Nicolae Țone (Partnerships Manager, The Sponsorship Agency, 29 years old)

Ionuț Tone is a highly influential business representative in the world of festival brand partnerships. With over ten years of experience in business development, Ionuț has dedicated the past seven years to important events and entrepreneurship. He has played a key role in the growth of projects such as the Nostalgia Festival and Beach, Please! Festival by signing partnerships between key brands from the local & international markets and the mentioned festivals. Additionally, Ionuț has successfully managed renowned festivals including UNTOLD, Neversea, MASSIF, UNFINISHED, Sports Festival, Transylvania Open, Bucharest Tech Week or GoTech World. His strategic thinking and innovative methods and great means for integrating brands in festivals have not only contributed

to the success of these events but have also set new standards within the industry. His unique approach and influence are defining the landscape of event management and brand collaboration, making him a significant figure to watch in the future of festival brand partnerships.



Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: I strongly believe that challenges arise based on the plans and goals you set for yourself in the initial phase. One prevalent challenge in the industry is closely linked to the lack of knowledge and education. Regrettably, few educational programs or learning modules are consistently updated to meet the current demands of the market. Many of us have had to learn through trial and error, often using our time and resources. In a captivating environment filled with influential public figures and key industry players, there's a lot of glamor. The industry has the power to captivate and transform, frequently adapting our alter egos to fulfill market demands.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: In the initial phase, individuals should take the time to carefully consider and determine the specific professional path they wish to pursue within the music industry. It is common for many of us to commence our journey as passionate music enthusiasts, eventually transitioning our love for music into a viable business pursuit. It is crucial to begin somewhere, and having a solid foundation of knowledge is essential before venturing into the music industry. This knowledge can be gained from a related industry or any industry that may not seem directly connected to music. Following this, it's all about perseverance. Regardless of the challenges and obstacles encountered along the way, maintaining determination and resolve is vital, as the eventual outcomes will undoubtedly be fulfilling and worthwhile.



Ștefan Adrian Bejenaru (ADDI) (DJ & Co-Founder, Shockwave, OWPN Academy, 27 years old)

Hello everyone, my name is Addi and I'm a DJ, producer and founder of Shockwave, an event created to support local talent across Romania. Besides that, I am co-

founder of OWPN Academy, a project that focuses on the development of artists in the electronic scene both professionally and emotionally through workshops, events and camps.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: The lack of a healthy environment for young artists is the main issue in my opinion, because there is not a lot of financial support and reward so it gets really tough for people in the beginning of their careers to keep working on their dream.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: Network with people, online and offline. Put your face out there in a way you're comfortable with, find your way of telling your story and keep at it. You need people around you as much as they need you.

Marielena Anghel (Project Manager, Hahaha Productions, 26 years old)

Marielena Anghel has been in the music industry for the past three years, working as a Project Manager for artists such as Feli, Iova, Mark Stam, Cristian Porcari, and Villia at Hahaha Production. She has a strong interest in storytelling, film, photography, nature, and live performances, trying to combine these elements in her work.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: The first thing that crosses my mind is the importance of giving credit to young people and allowing them to make mistakes and learn from these experiences. I know that we are a generation with attention problems, bound to technology, prone to overthinking, and so on. But at the same time, we are the generation that is not afraid to take risks and make changes.

Q: How does the future of the music industry (in Romania) look like to you?

A: The music industry in Romania is undergoing many changes, trying to keep up with global trends. This is largely due to the rapid advancement of technology, which influences how we compose and consume music. I notice that folklore increasingly influences mainstream music, which makes me happy. I believe this will always resonate with us, as we are a people deeply connected to our roots. Also, Romanian artists are increasingly collaborating with international musicians, producers, and labels. This not only broadens their exposure but also brings diverse influences into Romanian music, fostering innovation.



Alina Bălan (PR Manager, Global Records, 24 years old)

My name is Alina Bălan and I am currently working as a PR specialist for Global Records, where I manage the image of a diverse roster of talented artists while continuously expanding my knowledge. I also write for *Zile și Nopti* and I am pursuing opportunities as a moderator, driven by my passion for conducting interviews.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: Finding the balance between being taken seriously and taking yourself seriously, but not too much. I also believe the music industry challenges and has the inexplicable power to push young people, at the start of their careers, into high-pressure professional situations, often beyond their current knowledge. Finding a mentor is also crucial, in my opinion, and it's difficult to find that person who truly inspires you.

Q: How did you break into the music industry?

A: Nothing was accidental. I set out to make a career from my passion for music and followed the steps that happened exactly when they needed to. I started by interviewing artists and writing articles for the publication "Zile și Nopti" and volunteering at various music festivals. Then I joined MMB as an intern and began connecting with as many people in the industry as possible. This led to the Women in Music program and expanded my network, ultimately giving Global Records the confidence that I would excel in the position I applied for.



Adrian Călin (Founder & Artist Manager, Continua Group, 28 years old)

Adrian Călin is the founder of Continua MGMT, a music agency founded with a vision to empower music producers, fuel their dreams, and foster growth within the music industry. The company emerged from an understanding of the challenges faced by producers and a passion for creating opportunities for talent to thrive. At the heart of Continua MGMT is a commitment to nurturing the creative potential of music producers. The company's mission is to provide a supportive platform where producers can hone their skills, access valuable resources, and connect with industry professionals. This mission is driven by core values of innovation, collaboration, and excellence.

Q: How does the music industry look like to you in 2024?

A: A warm environment where each person is encouraged to flourish and realize their full potential and where growth



and development are valued for each individual. This environment is designed to be welcoming, encouraging, and empowering so that everyone feels appreciated and has the chance to advance, both personally and professionally. It is a place where cooperation, respect for one another, and encouragement are fundamental to the culture, laying the groundwork for ongoing learning and development.

Q: What is the professional achievement of which you are most proud?

A: It has been an amazing adventure to be able to work with artists I've respected and listened to for a decade or more, plan global tours, and release songs with major labels. Every one of these milestones signifies not just career milestones, but also the accomplishing of long-held goals.

Raluca Dumitru (Social media manager, Content creator, Hahaha Productions, 24 years old)

Just a creative rebellious spirit who loves music, artists, and the whole process behind an artist. Smiley's shadow, I literally follow him more than his own shadow.

Q: What are the main challenges that a young person faces when starting out in the current music industry (in Romania)?

A: I think the biggest challenge a young person can face in this environment is credibility. You may be right in what you say or do, but it's hard to be listened to because "we'll talk when you grow up" is the favorite phrase of many "adults" in the industry. For me, that was the hardest part, but it's important to motivate yourself and to not give up even in your hardest times.

Q: How did you break into the music industry?

A: I'm a creative person who is in love with music. I have wanted to work with artists since I was a little girl with big dreams. When I was 11, I promised myself that I would go to HaHaHa Production to work with Smiley and somehow from 11 to 18 I made some choices just to get closer to the goal I wanted to reach. When I was 18 I went on my first tour with Smiley, and since then ... well I haven't left his side.



Alexandru Ionuț (Celebrity Endorsement Manager, Cat Music, 26 years old)

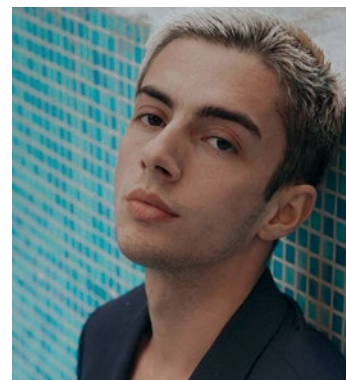
Alexandru Andrei discovered his passion for entertainment and social media back in his hometown of Târgoviște, dreaming of creating fun content with the most beloved artists in Romania. Little did he know his ideas would actually be embraced by artists such as Ruby, Mira, Andreea Bălan and Elena Gheorghe, making waves on social media channels and beyond. From there onwards, things started to take shape and, a couple of years later, after becoming a social media guru, he started developing creative strategies and took on the role of Celebrity Endorsement Manager for one of the biggest and most successful artists from Cat Music's roster, as well as for the influencers marketing agency TRU (The Real You).

Q: How does the music industry look like to you in 2024?

A: It is true that the music industry has undergone significant changes in the past couple of years. Currently, the diversity and accessibility of music contributed to a genre-mixing phenomenon and a higher connectivity between artists and their audience. This created an environment in which the vibe and message delivered are key elements in defining the success of a song or artist. Additionally, this change reflects the continuous need for authentic expression and cultural diversity within the music industry.

Q: How did you break into the music industry?

A: Growing up, I would watch TV and be fascinated by artists and entertainment. I have always loved music and have been curious about the backstage side of things. I did my research, kept up with everything that was happening in the music world in Romania and, later on, when I got to university, I sent it a CV. Six years later, I am still at Cat Music, working with people I had previously only dreamt about meeting.



Vlad Grean (Talent Booker, Electric Castle, 23 years old)

I am Vlad Grean, a 23-year-old talent booker at Electric Castle Festival, where I specialize in curating urban acts for our lineup. Beyond my role at the festival, I am also involved with On The Block, a local event concept that promotes international urban music to audiences across the country. My deep passion for music and dedication to crafting unforgettable experiences fuel my work in the industry.

Q: How does the music industry look like to you in 2024?

A: The music industry in 2024 is fast-paced and brimming with opportunities. Social media algorithms and streaming services play a pivotal role in shaping music consumption, leading to the constant influx of new

artists. However, platforms like TikTok often create a surge of one-hit wonders who quickly fade away. For booking agents, this dynamic offers the chance to continually explore fresh talents and enhance our lineups with exciting new acts. However, the downside is the growing gap between artists and their audiences, as platforms tend to promote individual songs rather than the artists behind them. This often results in artists with massive streaming numbers but relatively low concert attendance. I'm intrigued to see how this aspect of the industry will develop.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: Set a personal goal and work tirelessly towards it.

The journey can be challenging and filled with doubts, but perseverance and self-belief are crucial. My own journey was not easy; I had to work as a delivery driver in the Netherlands to support myself while studying and working in the music industry. Always remind yourself why you're doing what you're doing to stay motivated. Additionally, be curious and eager to learn. Throughout my career, I've taken on various roles, from managing artists to learning finance and marketing, to broaden my understanding of the industry. Never stop asking questions and seeking knowledge.



a degree in arts, culture and media from the University of Groningen but the most important skill I developed during my studies was networking. It is through it that I managed to meet and collaborate with incredible people from the beginning, who believed in my potential before I was even able to see it. I volunteered a lot, I worked for free for quite some time so that I could gain experience and develop a portfolio, and eventually, I started reaping some rewards. Additionally, I am grateful for Women in Music and especially Carina Sava for constantly challenging and allowing me to incessantly learn and develop.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: Frankly, I would say to just reach out to people doing what you would love to be doing and ask to grab a coffee with them. Ask many questions, do not fear being the least experienced in the room and always think about how you can help them before how they can help you. It may sound delusional but I have proof tested this method and, it turns out, delusion is indeed sometimes the solution. Also, be kind at all times and express gratitude as often as you can.

Daniela Șendrea (Booking Agent & Event Planner, Sublime, 25 years old)

Daniela is a young booking agent and event planner in Romania. She specializes in international events and organizes them together with Sublime Events Agency. Her goal is to bring the artists closer to their public through unforgettable events. Her passion and



creative viewpoint have contributed to the success of popular overseas tours of Romanian artists. Daniela organizes unique experiences for the Romanian diaspora in over 100 European locations. With a persistent drive to grow and evolve, she and her team strive to make each event unique and unforgettable.

Q: How did you break into the music industry?

A: Through the tour I organized in Europe for Puya last year. Clearly! It was the first time at work that I had direct contact with music (I was organizing theater and stand-up comedy-type events until then). I was very excited; everything was new: thinking of a pretty big tour (for me at the time), looking for the right venue for the concert to take place, negotiating, booking it, etc.

Q: What piece of advice would you give to a young person dreaming of working in the music industry?

A: Believe in yourself and work for what you want to achieve, improve your skills, listen carefully to what is wanted of you, be organized and professional and seek mentorship from experienced professionals.



Andreea Dascălu (Project Manager, Women in Music, 25 years old)

I am Andreea Dascalu, working in international promotion at Global Records and doing all things music PR and Marketing on the side :) I am also part of the Women in Music organization, where I am a project manager. I started

working as a freelance PR and Marketing specialist in the music industry after graduation from the University of Groningen, securing strong collaborations with showcase festivals and European and US-based bands and artists. I managed to create a large network of entertainment and media professionals from all around the world through my extensive networking sessions and presence at conferences.

Q: How did you break into the music industry?

A: I am lucky enough to be one of the people that actually studied their field in university. I graduated with

ALANAIRE (SP)

Alanaire is a music group that blends pop, classical, rock, and electronic music, all with lyrics in Catalan. The group includes pianist and singer Laura Serra, guitarist Leire Corpas, percussionist and drummer Joan Pérez Villegas, keyboardist Mauricio Fernández, and bassist Pau Enric Serra.

They started their public journey in March 2021 with their debut EP, Alanaire. This EP, featuring three



original songs: Carta, Boira and Temps, caught the attention of major Catalan and Balearic media outlets like La Vanguardia, Enderrock, iCat.fm, Catalunya Ràdio, IB3, and Diari Ara. The EP was produced by Dominic Massó (The Prussians) and mixed by Joan Miquel Oliver (Antonia Font).

The group is now set to release their second full-length album, “Fer com si tot fos no res”, recorded at Casa Murada in Catalonia. This album features the work of sound engineer Jesús Rovira, former bassist of Lax Busto, and producer Dani Ferrer, keyboardist of Love of Lesbian, along with a collaboration with Magalí Datzira.

ALONE AT PARTIES (RO)

Alone at Parties is about the contradictions that keep popping up time and time again. It’s about loneliness at parties, about bad jokes at funerals, about seemingly



unwelcoming cities that you fall in love with on a second visit. Their sound can be described as an indie-folk blend of soft-spoken synthesizers, playful electric guitars which come together around subtle acoustic rhythms and warm and moody vocals. The band comes from Cluj-Napoca & is composed of Andrei, Casiana, Dani, Florin & Lazăr. They made their debut with a live rendition of Board Games, released in November 2021. 2023 saw Alone at parties playing their first full band shows: Electric Castle & Transilvania International Film Festival in the summer and a mini-tour in the autumn in Bucharest, Cluj & Budapest at BuSH. In November 2023 the band released their latest single - Intensive Care. Mixing soft-spoken vocals, earwormy synth leads & a playful bossa nova influence, the song draws a parallel between taking care of houseplants and nurturing healthy relationships. The group is currently working on recording their debut album, targeting a 2024 release.

ARMAND POPA (RO)

Originally from Piatra-Neamț, Armand Popa made the move to Bucharest in 2019 with one mission – to make music his life. No big roots story here; he just packed up his dreams and settled into the city life, hoping to carve out a spot in the music scene.

His solo project represents a personal exploration, a sonic canvas where he paints emotions and stories through music. Having honed his skills as a producer at Seek Music, Armand Popa brings a meticulous approach to his craft.

Drawing inspiration from artists such as John Frusciante, Tame Impala, Mac DeMarco and Radiohead, Armand Popa seamlessly blends genres like neo-psychedelic, alternative rock and indie.

His music is just him being real. No fancy talk, just tunes that capture the highs and lows, all served with a laid-back grin. It’s like having a chat about life’s messy moments with a friend in a dimly lit joint—Armand’s music is that kind of conversation.

Before making the move, he cut his teeth as a producer, working with artists like Nane, Rava, Nosfe, Bruja, Emaa and many more while playing keys in Emaa’s



project and guitar in the band 'pleaseholdtheline'. His past endeavors include leading the band Sea Section, where he released three albums.

Armand Popa is currently cooking up his debut album, set to drop in the fall of 2024. It's a labor of love, a collection of songs that encapsulate his journey, the city, and the loner spirit. Get ready for a raw, real, and unfiltered personal experience.

BOEBECK (HU)

Since the release of her first single 'i am not' in 2021, boebeck has played on the stages of most Hungarian festivals (Sziget, Campus, Művészetek Völgye, Fekete Zaj, Fishing on Orfú, Ördögkatlan Fesztivál, etc.), in the clubs of the country's biggest cities, and in neighbouring capitals like Bratislava (Nova Cvernovka) and Vienna as well as in Brussels. Nonetheless, the



vinyls, too. Worked on them with the best people of rock, such as Mark Rains (Rival Sons), Denis Blackham (Eric Clapton, Black Sabbath), Mark Szwarc (Pink Freud, Lao Che).

Their music gets airplay regularly on the best alternative radiostations in Poland (357, Antyradio, Trojka).

It's raw and true but focused around a song. It's a blend of 70's classics, Seattle scene of the 90's and the contemporary alternative open to experiments outside of any specific genre.

"Cinemon is consistently the best American band in Krakow" - Jarek Szubrycht, Gazeta Wyborcza

"The most underrated rock band in Poland" - Piotr Stelmach, Radio 357

"Who?" - Sir David Attenborough.

FREAKIN' DISCO (HU)

The music of Freakin' Disco is deep, psychedelic, and groovy. The elemental power of their live performances launches the audience to space.

They have been selected by HEMI to their mentoring and award program for 2024; by IMPALA (European independent labels' association) to their '100 bands to watch in 2023' list. In November, Europavox, an organization of music journalists, included them on



most important endeavour of the past years was the recording of her self-titled debut album, as well as the forming of a permanent live band. In terms of showcase festivals, boebeck has performed solo at BUSH 2022 in Budapest and WAVES Vienna 2021, with the band joining for the showcase appearances at MENT 2023 in Ljubljana and WAVES Vienna 2023. The European acts boebeck has shared the stage with include Jann (PL), Just Mustard (UK), Sóley (IS), Meskerem Mees (BE), Mira Lu Kovacs (AT) and Marjari (SK). For the Spring of 2024, boebeck is in the process of recording a new EP with which they plan on touring in several Central European countries, including Slovakia, Czechia, Slovenia, Austria, as well as Hungary.

CINEMON (PL)

A rock trio from Cracow, Poland. Defying trends and fashions, as a DIY band, they've been walking their own paths throughout the world. Best served live – played a few hundred shows in 13 countries (including Canada, Germany, Ukraine, Macedonia and more). They're also enjoying their time in the studio – discography consists of 7 releases, on their favourite

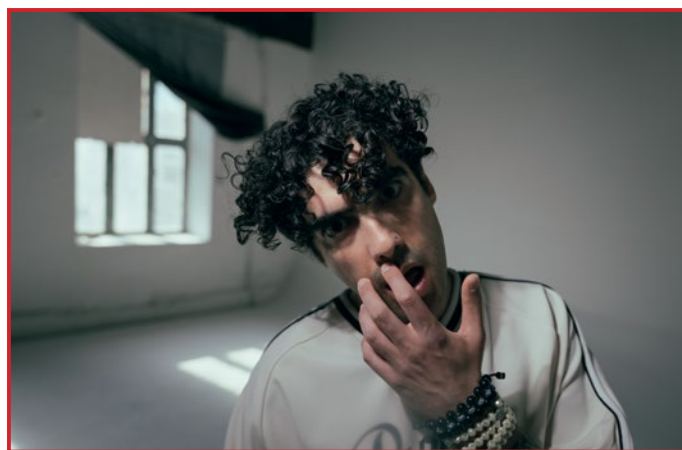
their 'bands of the month' list.

TOTEM, the third album, was released in July 2023, of which the first single, Face Yourself, was produced by multi-Grammy Award winner Steve Dub, producer of The Chemical Brothers, The Prodigy etc. The music video was directed by Karlovy Vary Film Festival Grand Prize winner film director Szabolcs Hajdu, and won the Best Electronic Music Video award at the Europe Music Video Awards. A remix by producer HRTL (CZ) was also released along with the song.

Their second album, MONSTER, was released in November 2018. The music video of RULES made it to the finals of New York's One Screen film festival and came in second place in its category at the Berlin Music Video Awards. The video received the Best Director Award at Hungary's Music Video Awards.

GØK2 (TK)

GØK2 aka Göktuğ Babataş is an Istanbul-born singer-songwriter, multi-instrumentalist, and producer based in Tallinn. His creative expression can be heard both in



his original compositions and skillful productions that blend influences from punk-hop, electro-punk, punk-rock, big beat, and break-beat. Themes for the sounds are wrapped in witty, dark, strong, and groovy sounds. It carries anger, compassion, and honesty, and allows one to be silly and playful. Dance with a punk attitude.

GRAMOFONE (RO)

"Gramofone, a fresh Romanian band, blending multiple musical styles with powerful lyrics..."

This is how Infomusic, one of the leading online music magazines in Romania, introduced Gramofone to its readers. But who are Gramofone and what makes them stand out from the crowd?

Gramofone is a band of four friends who share a passion for music and a DIY spirit.



They have been making waves in the Romanian music scene and beyond, earning accolades and recognition for their talent and originality. Gramofone opened for Bon Jovi in 2019, performed a 360° video concert for one of Romania's top radio stations, and had their music featured in advertising and documentaries.

Gramofone defies labels and expectations. They draw their inspiration from the likes of Jungle, Arctic Monkeys, The War on Drugs, Vulfpeck, ABBA, and Pink Floyd, creating a captivating blend of sound that transcends genre boundaries.

They are a band that creates music for the love of the art, and for the connection with their listeners.

They are a band that you need to hear for yourself.

This is Gramofone.

GROOVY BASTARDS (RO)

The Groovy Bastards are a band that made their debut in 2015 on the Bucharest music scene. They are known for their unique blend of sounds and infectious



enthusiasm and an unusual sound characterized by a fusion of styles, seamlessly merging elements from funk, rock, progressive, jazz, R&B, and hip-hop. Their distinctive live performances, youthful aesthetic, and creative music serve as their hallmarks.

"It's not rock; it's not groove; it's not funk; it's all of these and whatever we want it to be."

Amongst the band's accomplishments are awards from the Sibiu and Târgu Mureș Jazz Festivals, appearances at the "Ruse Jazz Festival" in Bulgaria, and countless concerts in different locations around the country. Additionally, it has been an honor for them to perform on stage alongside globally recognized musicians, such as Bumblefoot, Marco Mendoza, and the Rosenberg Trio.

They were named "Revelation of the Year" at the Muzza Festival in 2017 and received additional attention in 2019 after being nominated for the "Band of the Year" award at the same festival. In 2023, they took home the second-place award at the esteemed Rock Festival in Posada, Câmpulung Muscel. In 2024 they won first place at Constelații Rock, Râmnicu Vâlcea.

HVNDS (RO)

HVNDS was founded in 2016, the year in which it debuted with the song "Turn On". The single instantly went into heavy rotation together with the next release "HOME".

Following the success of the 3rd single "Nu Stii" feat NOSFE in 2017, the relationship with Seek Music made the Metal remake of the song "Șatra se intoarce" x Satra BENZ possible.

After the release of the album "COLOR" in 2018, the band entered the studio again to lay the foundations of the material that would become the new album "ANIMAL", later co-produced by Seek Music.

The year 2022 began with the release of the first single "Vin viu plec mort" x RAVA & Killa Fonic, which broke the barriers between trap artists and HVNDS metal sound.



Along with the following releases alongside AZTECA and NANE, a mini documentary series also appeared; it aims to bring the backstage into the spotlight. The series will expose the effort made by the band members together with the teams involved in the realization of the album and the vision of HVNDS. Concerts are the strong point of the band. Regardless of the time or audience, the band offers an unforgettable show and energy.

This is HVNDS, this is ANIMAL.

KADJAVSI (RO)

Kadjavsi is the musical project of the artist Nikita Dembinski, formed in Bucharest a few years ago.

Initially, the project represented a fusion between experimental and ambient music. However, in 2021 Nikita redefined his musical style, and released the pop single Each Day, in which he also made his debut as a vocalist.



In the fall of 2022, he released his debut album, Second Sun, which contains nine tracks. Thus, with this material, Kadjavsi continues in the pop direction from the position of soloist, but also as a producer, composer, and performer.

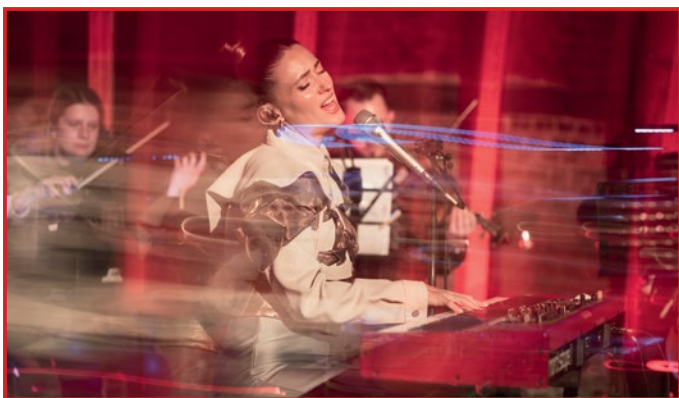
His latest track is called Same As Before.

LEYAH (RO)

Leyah - also known as Magdalena Diana Marica - is the first Romanian artist and composer to bring the Cinematic Pop style to the music scene in Romania through her compositions.

In 2021, Leyah started to explore the world of cinematic music, composing the soundtrack for the short film "Anonymously," as well as the songs "I don't deserve this" and "I'll be fine."

"Remember Who You Are," her second solo album set to be released in 2024, places her in a unique musical style for Romania, the Cinematic Pop genre. This style is characterised by the fusion of two contrasting yet



enchanting musical worlds that have shaped her existence: classical and pop music.

“CINESTEZIA”, an 100% original score #cinematicpop concert, designed and composed by Leyah, is an unique concert in Romania.

Leyah’s aim is to “democratize” classical music, bringing it in a relaxed, modern form to a broad audience, particularly among the youth who may hold preconceptions about classical music.

Prepare for a concert of extreme sensitivity and depth—a musical product that is elegant, high-quality, and truly memorable.

MICHELLE ET LES GARCONS (FR)

“Did you say weird?”

In the mansion of Michelle & Les Garçons, you will find pop in many colors: the warmth of deep pinks, the melancholy of warm blues. We dance on the lights of the 80s, the shadows of feelings flirt with sensual bodies and sparkling faces.

After a stormy entrance on the French scene, with the first single “Bizarre” in the fall of 2022 as the only banner, the band continued to play a series of hot concerts and write the first pages of their adventure



(France 3, Radio France, MaMA , Bars en Trans...), including their first EP.

After a year of national tours, the trio needed a title worthy of the name to announce a new single: “Revoir Le Monde”, an intense combination of incisive rock and 80s keyboards, was the brilliant renewal of of the trio’s promise in March 2024.

In June 2024, Michelle & Les Garçons unveils a new treat: the sunny and nostalgic single “Sion-sur-l’océan” takes us back to the dreams and plans we make at the dawn of our lives. Carefree, adventurous and love stories mix in a whirlwind of joy, excitement and sweetness.

They tell us their stories of love and life through incendiary pop, tender and casual. It’s hard to resist such a story: get carried away by the intoxication and say “Yes!” of Michelle & Les Garçons.

NIDAL

NIDAL is an alternative indie-blues musical project started in 2017 and active both on the local and international scene. In 2020, he debuted with the English-language album KINGISH (The Imperfect



Album), a concept album about the road from unconsciousness to consciousness. The artist’s message can also be found in singles such as WWYD, Dancing in the Dark and Man of Gold.

He has currently recorded the 2nd album called “Legendary” which will be in Romanian and is based on the universe of ancient Greek myths.

“NIDAL” is music with meaning and soul in a world that lacks both.

ROADKILLSODA (RO)

RoadkillSoda’s story began in 2011 in Bucharest, Romania. And what started as a project in a dark, smoke-filled room gradually evolved in a band that



truly represents the essence of rock'n'roll, both locally and abroad.

The band's sound is a strong cocktail of several rock genres, a mix of vintage and modern influences, leaning heavily on stoner rock and grunge.

After two European tours, a lot of local and regional festival appearances, such as Exit Festival, Street Mode, Los Almiros, Rockstadt Extreme Fest, and many, many more concerts, opening for Slash, Billy Idol, Nick Olivieri, Crowbar, Vintage Caravan, 1000mods, Planet of Zeus just to name a few, RoadkillSoda is presently a well-known live act both in Romania and around the Balkans.

The band's live acts became a staple for delivering loud, heavy & groovy vibes, and a concert experience that will definitely make the crowd's adrenaline rush going on.

+SHE+ (RO)

Welcome to the dark and mesmerizing world of Corina Sucarov, a post-punk, dark-wave, drama pop, gothic, emo, and new wave artist who pushes boundaries and stirs intense emotions with her music. Founded and composed by the enigmatic Corina Sucarov, this project delves deep into the realms of sadness, sexuality, and eroticism, inviting listeners on a one-hour journey through a mix of danceable beats and haunting melodies that leave a lasting impact.

Corina Sucarov's musical journey began with her imaginary friend, Katerina Molotov, and has since evolved into a



captivating exploration of raw human emotions. With two albums already under her belt and a third on the horizon, Corina's sound is a unique blend of darkness, sensuality, and avant-garde artistry that challenges conventional norms and invites listeners to delve into the depths of their own feelings.

Drawing inspiration from the likes of Diamanda Galas, Bauhaus, Ekkstacy, Lebanon Hanover, She Past Away, Lingua Ignota, and VVV, Corina Sucarov's music is a fusion of haunting vocals, pulsating rhythms, and evocative lyrics that transport audiences to a world where beauty and darkness intertwine.

WOOMB (BG)

Woomb is a duo based between London and Sofia, featuring young singer-songwriter Hristo Yordanov and composer/producer Gueorgui Linev, founder of Billboard-charting project Kan Wakan. Formed after a random encounter at a house party, the band members found a shared deep love for artists like



Cocteau Twins, Bjork, Slowdive and Portishead. After teasing with a performance video of the haunting "Pray for the Worst" in May last year and making their first live appearances through the summer, in October, Woomb released their official first single - "Last Rays", accompanied by a video which combines Bulgarian pagan symbols, Greek mythology and biblical elements.

In November 2023, Woomb played their first sold-out gig in Sofia, and in 2024 also made a sold-out show at the city's legendary Stroeja venue. Woomb was selected to appear at showcases such as SoAlive and Spike, supported high-profile acts such as Maro and Whispering Sons and made their way to their first festival slots and international appearances.

MASTERING THE MUSIC BUSINESS 2024

Complete schedule

SEPTEMBER 3 • TUESDAY

10:00am – 11:00am (R) HEMI POWER BREAKFAST.

Artist: Krrysopher

Lobby

11:00am – 11:45am (P) How to Get Signed - Navigating Labels, Management, and Booking

Moderators: Karla Rogozar

Speakers: Diana Munteanu, Sarah Nadifi, Cesar Andion, Monica Munteanu, Marian Dorobantu

Rolling Stones Room

11:00am – 11:45am (P) Setting the Stage: Rethinking concert opportunities

Moderators: Denes Pecs Szabo

Speakers: Anca Ghiorghiu, Adam Dobie, Larisa Perde

Beatles Room

11:00am – 11:45am (P) Understanding Music Copyright and Intellectual Property

Moderators: Dan Fintescu

Speakers: Rafael Pereira, Silvana Ene, Laurentiu Olariu, Ana Mirea

Janis Joplin Room

11:45am – 12:15pm (B) Coffee Break

Lobby

12:15pm – 1:00pm (C) The Beach, Please! Phenomenon

Moderators: Dan Fintescu

Speakers: Andrei Selaru

Beatles Room

12:15pm – 1:00pm (P) Empowering Volunteer Communities in the Music Industry: Collaboration and Impact

Moderators: Corina Dumitrescu

Speakers: Horia Grigoraş, Iulia Hermeneanu, Sebastian Marcovici, Peter Astedt

Rolling Stones Room

12:15pm – 1:00pm (P) Harmony with Nature: Sustainable Practices in the Music Industry

Moderators: Anca Muraru

Speakers: Lisa Nasta, Karla Rogozar, Roxana Cojocaru, Anamaria Hancu

Janis Joplin Room

1:00pm – 2:00pm (R) AQUA CARPATICA EFERVESCENT LUNCH. Artist: Cireşan

Lobby

2:00pm – 2:45pm (I) Keynote Interview DELIRIC

Moderators: Dan Fintescu

Speakers: Deliric

Rolling Stones Room

2:00pm – 2:45pm (S) Speed Networking with Agents & Promoters

Speed Networking Area

2:00pm – 2:45pm (W) DIY Music Production: Tools and Techniques

Speakers: Victor Panfilov

Janis Joplin Room

2:00pm – 2:45pm (W) It's Pronounced Data, Not Data (2.0)

Speakers: Simon Semrau

Beatles Room

2:45pm – 3:15pm (B) Coffee Break

Lobby

3:15pm – 4:00pm (C) Unveiling the Indian Music Market: Discovering Opportunities and Emerging Trends

Speakers: Sushil Chuggani, Rafael Pereira

Janis Joplin Room

3:15pm – 4:00pm (P) Building the music industry through specialized business programs and mentorship

Moderators: Andrei Ilie

Speakers: Andreea Dascalu, Ovidiu Ban, Corina Dumitrescu, Michal Wojcik
Beatles Room

3:15pm – 4:00pm (P) Insights from the Europe in Synch Academy Workshop

Moderators: Markus Linde
Speakers: Andra Vasile, Adrian Rusu, Oana Giurgiu
Rolling Stones Room

4:00pm – 4:15pm (B) Coffee Break

Lobby

4:15pm – 5:00pm (P) Cross-Industry Synergy: Leveraging Expertise from Sports, Theater, Film, and Beyond

Moderators: Dan Fintescu
Speakers: Calin Cretu, Iulia Cuciurean, Alexandra Hash, Paul Ipate
Rolling Stones Room

4:15pm – 5:00pm (P) Crossing Frontiers: Unlocking International Success

Moderators: Andreea Dascalu
Speakers: Tomek Bysiewicz, Ruth Koleva, Oskar Strajn, Mihail, Login Kociski
Beatles Room

4:15pm – 5:00pm (P) The Art of the Pitch

Moderators: Rory Brown
Speakers: Andreea Selaru, Iulia Pop, Laura Deaconescu, Kees van Weijen
Janis Joplin Room

5:00pm – 6:00pm (R) THE ORCHARD HAPPY HOUR

Lobby

SEPTEMBER 4 • WEDNESDAY

10:00am – 11:00am (R) INDIERO POWER BREAKFAST. Artist: Eligarf

Lobby

11:00am – 11:45am (P) From Score to Screen: The Art and Business of Sync Music

Moderators: Andra Vasile
Speakers: Seppl Kretz, Paty Carrera, Mark Garfield,

Ionut Polexe
Janis Joplin Room

11:00am – 11:45am (P) Sonic Supporters: Growing Your Music Tribe / Cultivating Fan Loyalty

Moderators: Dany Serrano
Speakers: Doru Puscasu, Ovidiu Ban, Ana Castillo, Ana Pogonariu
Rolling Stones Room

11:00am – 11:45am (W) Musicpreneurship. Business Workshop for artists

Speakers: Yannis Iliopoulos
Beatles Room

11:45am – 12:15pm (B) Coffee Break

Lobby

12:15pm – 1:00pm (I) Case Study: Alternosfera's Rise in the Music Industry

Moderators: Bogdan Serban
Speakers: Codruta Vulcu, Marcel Bostan
Rolling Stones Room

12:15pm – 1:00pm (P) Future Vision: Young Professionals' Take on the Music Industry

Moderators: Dan Fintescu
Speakers: Delia Tiu, Alice Halpert, Ana Pogonariu, Alex Gospodin, Stefan-Andrei Unguru
Beatles Room

12:15pm – 1:00pm (P) Heritage Links. Reconnecting Across Borders

Moderators: Andrei Ilie
Speakers: Daniela Sendrea, Denes Pecs Szabo, Alex Cotofana, Nuno Saraiva, Ligia Keşişian
Janis Joplin Room

1:00pm – 2:00pm (R) SUBLIME ROMANIA RECEPTION Artist: Alex Stefanescu

Lobby

2:00pm – 2:45pm (P) DJ as a rockstar - the end of an era?

Moderators: Oana Tache
Speakers: DJ MA-TA, Marius Onuc, Alb Who, Codin Oraseanu, Doru Tinca
Beatles Room

2:00pm – 2:45pm (P) Empowering the Modern

Music Ecosystem: From Local Talent to Global Trends

Moderators: Dan Fintescu

Speakers: Olga Juverdeanu, Catalin Muraru, Maik Pallasch, Francesca Trainini, Helen Smith
Janis Joplin Room

2:00pm – 2:45pm (P) The Artist's Team: Mastering Management and Project Coordination

Moderators: Doru Trascau

Speakers: Andra Rotariu, Alex Butu, Sushil Chhugani, Marielena Anghel
Rolling Stones Room

2:45pm – 3:15pm (B) Coffee Break

Lobby

2:45pm – 4:15pm (W) The Craft of Songwriting — Not quite business

Speakers: Dan Byron

Beatles Room

3:15pm – 4:00pm (P) Balancing Genres: Manele's Impact on Romanian Pop

Moderators: Dan Fintescu

Speakers: Stefan Hadar, Adi de la Valcea, Radu Dima, Babasha, Cristian Avram
Rolling Stones Room

3:15pm – 4:00pm (P) Digital Breakthroughs: Success Stories in the Music Business

Moderators: Alin Stoica

Speakers: DJ MA-TA, Acoustic Boys, Yuka, Bianca Chiorghici
Janis Joplin Room

3:15pm – 4:00pm (S) Speed Networking with Agents & Promoters

4:00pm – 4:15pm (B) Coffee Break

Lobby

4:15pm – 5:00pm (P) Creative Excellence

Moderators: Seppl Kretz

Speakers: Emilie Kannekens, Adrian Rusu, Misha Miller
Rolling Stones Room

4:15pm – 5:00pm (P) Where Do I Start? A Roadmap for Emerging Artists

Moderators: Lucia

Speakers: Oskar Strajn, Bogdan Munteanu, Marian Dorobantu, Andra Rotariu, Gill Dooley
Janis Joplin Room

4:15pm – 5:00pm (W) Festival PR Unleashed: Crafting Buzz, Building Hype, and Winning Hearts

Speakers: Ioana Chereji

Beatles Room

5:00pm – 6:00pm (R) ROTON MUSIC HAPPY HOUR.

Artist: Sabrina Stoica

Lobby

SEPTEMBER 5 • THURSDAY

10:00am – 11:00am (R) WOMEN IN MUSIC ROMANIA BRUNCH. Moment artistic Andra Andriuca

Lobby

11:00am – 11:45am (P) Amplify Your Brand: Strategies for Artists

Moderators: Andreea Spilca

Speakers: Monica Munteanu, Paul Cioc, Nuno Saraiva, Vlad Parvulescu, Andrei Ursu
Janis Joplin Room

11:00am – 11:45am (P) Classical Music: Bridging the Gap to Mainstream Audiences

Moderators: Valentin Panduru

Speakers: Cristina Uruc, Sabina Ulubeanu, Andreea Runceanu, Simona Strungaru
Beatles Room

11:00am – 11:45am (P) Deconstructing Hits

Moderators: Dan Fintescu

Speakers: Andy Prinz, Andreea Berghea, Minelli, Alex Cotoi
Rolling Stones Room

11:45am – 12:15pm (B) Coffee Break

Lobby

12:15pm – 1:00pm (P) Celebrating Differences: Spotlight on Inclusion in Music

Moderators: Lucia

Speakers: Eva Karman Reinhold, Ivone Lesan, Mama Liga
Beatles Room

12:15pm – 1:00pm (P) Data-Driven Decision Making in the Music Industry

Moderators: Dan Fintescu
Speakers: Tom Nieuwboer, Olga Juverdeanu, Catalin Muraru, Ana Diaconu
Rolling Stones Room

12:15pm – 1:00pm (P) The Sound of Support: Addressing Mental Health Challenges in the Music Industry

Moderators: Ruth Koleva
Speakers: Carina Sava, Mark Kitcatt, Holy Molly
Janis Joplin Room

12:15pm – 1:00pm (S) Speed Networking with Agents & Promoters

Speed Networking Area

1:00pm – 2:00pm (R) EMAGIC RECEPTION.

Artist: Nidal

Lobby

2:00pm – 2:45pm (P) From Lineup to Logos: Diverse Tactics in Festival Management

Moderators: Dan Fintescu
Speakers: Andreea Magdalena, Bogdan Rădulescu, Ivone Lesan, Lisa Nasta, Mark Bona
Janis Joplin Room

2:00pm – 2:45pm (W) Mastering Digital Music Marketing: Tips & Tricks Workshop

Speakers: Ana Castillo
Rolling Stones Room

2:00pm – 2:45pm (W) Music Law Insights: Your Copyright Questions Answered

Speakers: Ana Mirea
Beatles Room

2:45pm – 3:15pm (B) Coffee Break

Lobby

3:15pm – 4:00pm (P) Beyond the Sound: Visual Artistry Across the Music Landscape

Moderators: Dan Fintescu
Speakers: Bubu Cernea, Cornel Ilie, Aural Eye, Zoli Toth
Beatles Room

3:15pm – 4:00pm (P) Convincing the Gatekeepers: Strategies for Success in the Music Industry

Moderators: Monica Costin
Speakers: Antonio Nartea, Marian Soci, Benjamin Fournet, Andreea Berghea
Janis Joplin Room

3:15pm – 4:00pm (W) Navigating Online Ticketing: Best Practices for Managing Music Event Tickets in Romania

Moderators: Dragos Chiscoci
Speakers: Emil Ionescu
Rolling Stones Room

4:00pm – 4:15pm (B) Coffee Break

Lobby

4:15pm – 5:00pm (C) Behind the Scenes: Coldplay's Impact in Romania

Moderators: Dan Fintescu
Speakers: Laura Coroianu, Dragos Chiscoci, Guido Janssens
Beatles Room

4:15pm – 5:00pm (P) Narrative soundscapes: Telling your story as an artist

Moderators: Cristina Stanciulescu
Speakers: Iulia Pop, Valentin Panduru, Dragos Vasile, Ileana Andrei
Janis Joplin Room

4:15pm – 5:00pm (W) Activate your coaching mindset

Speakers: Roxana Angheloiu
Rolling Stones Room

5:00pm – 6:00pm (R) RAW MUSIC HAPPY HOUR.

Artist: Villia

Lobby

(B) = Break

(C) = Case Study

(I) = Interview

(P) = Panel

(R) = Reception

(S) = Speed Networking Session

(W) = Workshop

The schedule is subject to last minute changes. Please check our website – www.masteringthemusicbusiness.ro – or Facebook page for latest updates.

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