MUSIC CITIES

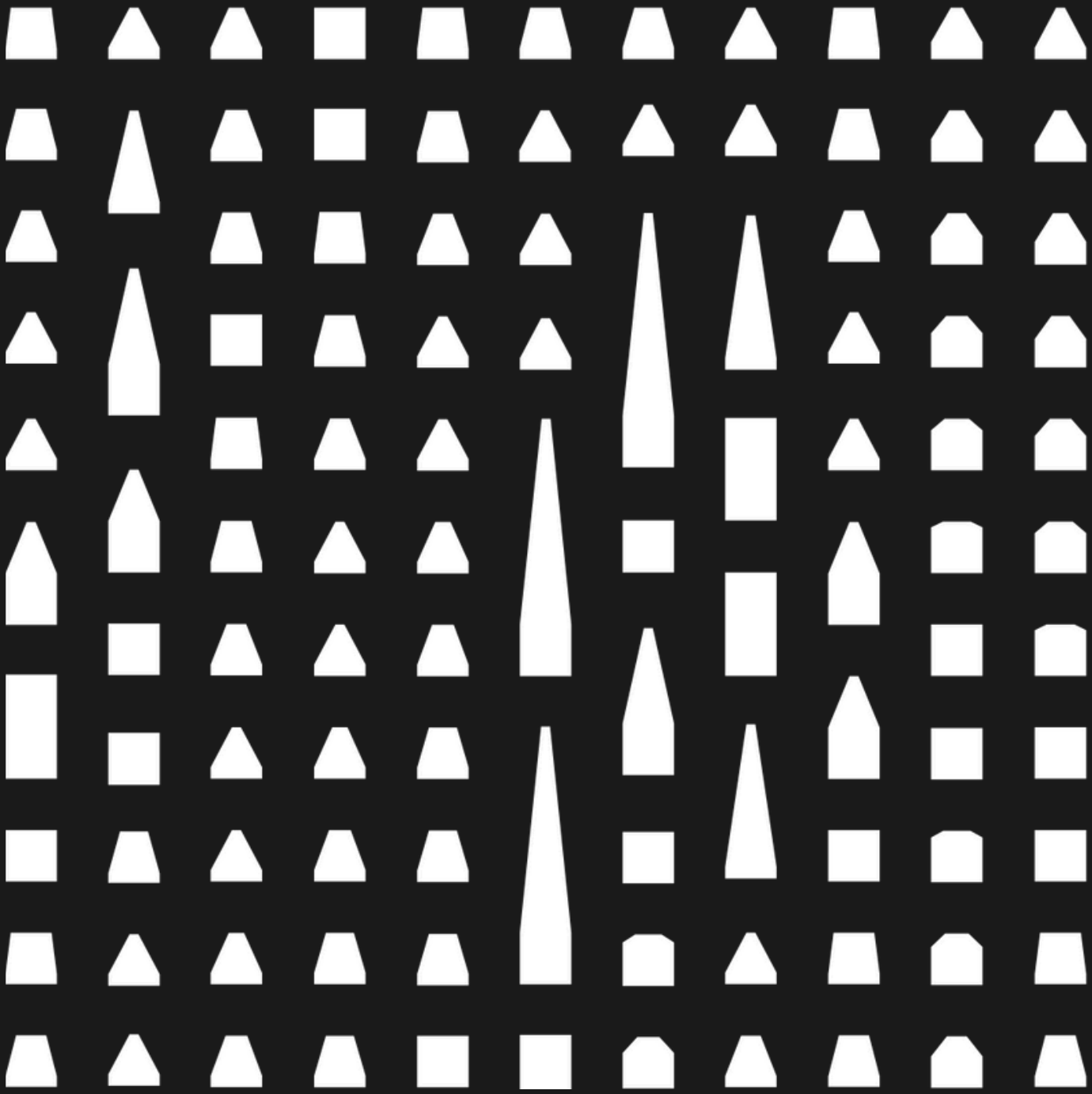
CONVENTION

مؤتمر الميوزك سيتيز

by MUSIC CITIES EVENTS

من اعمال الميوزك سيتيز

EVENT REPORT - RIYADH, SAUDI ARABIA



هيئة الموسيقى Music Commission

MUSIC CITIES EVENTS

RIYADH MUSIC WEEK

SOUND DIPLOMACY | EVENTS & EDUCATION

8–10 DECEMBER 2024

MUSIC AS A CATALYST FOR URBAN TRANSFORMATION

Music Cities Convention is the biggest global event exploring the use and importance of music in developing cities worldwide. After 13 editions held across 4 different continents, Music Cities Events, alongside the Saudi Arabia Music Commission, were proud to present the 14th global edition of this global gathering for the first time in the MENA Region.

On Dec 8-10, 2024, the **Riyadh Music Cities Convention** took place at Mayadeen Village in Ryadh, Saudi Arabia. The event was hosted as part of **Riyadh Music Week,** a 10 day series of events focused on highlighting the potential of the music sector in Saudi Arabia and including events such as XP Music Futures, Music Makers Summit, Billboard Arabia Music Awards, SoundStorm Music Festival, as well as several fringe events across the city.

The 14th Edition of the Music Cities Convention kicked off on December 8th with the **Music Cities Awards Ceremony**, the most consolidated platform rewarding the best uses of music for cities.



The ceremony concluded with the announcement of the **Best Global Music City Award, won by Salvador City Hall (Brazil)** and presented by Experience Fayetteville.

"WHAT I FOUND VERY INTERESTING IS CONNECTING WITH THE PEOPLE FROM AROUND THE WORLD TRYING TO FIND SOLUTIONS FOR THE SAME CHALLENGES AND REALLY LIKED THE PANEL ON URBAN PLANNING, HOW WE CAN THINK ABOUT MUSIC VENUES, ARTISTS, AND CITY DEVELOPMENT TOGETHER "

Martina Brunner
Executive Director, Vienna Club Commission

EMPOWERING CITIES THROUGH MUSIC

On December 9th & 10th, delegates gathered once more at the Mayadeen Village for 2 days of talks, presentations and workshops to discuss on best practices and latest trends in Music Cities topics.

In the evenings, delegates had the opportunity to **attend fringe events around the city** and tour the biggest studio facility in the world, Merwas Studio.

The closing remarks saw Luke Jones, CEO of Sound Diplomacy Events and Education **handing over the Music Cities Convention to its next host, Fayetteville, Arkansas, in the USA.**



"THE MOST IMPRESSIVE EXPERIENCE TALKING ABOUT HOW MUSIC CAN SHAPE AND FOSTER THE WIDLY LEARNSHIPS. REMARKABLE. THANK YOU FOR THIS OPPORTUNITY."

Ana Flávia Cabral Souza Leite
Vice President and General Superintendent of the Brazilian Symphony Orchestra Foundation

Sessions of the Riyadh Music Cities Convention:

- Riyadh's Vision: Music as a Catalyst for Urban Transformation
- Building Riyadh's Music Legacy: Vision and Strategy
- Music Hub's role in the Local Music Ecosystem Development
- Creator Rights and Getting Paid in the 21st Century
- Future Strategies for Music Education
- Innovative Infrastructure: Place Making for Sustainability through Culture and Music
- The Live Show Industry and its Regional Impact: GCC Perspectives
- Developing an Action Plan to Integrate Music into City Strategy
- Connecting Saudi Music Industry Stakeholders
- Roundtable: This Must Be The Place
- Building Global Music Trade and Music Export Opportunities
- Integrating Music into Urban Planning and Development: A Global Perspective
- Funding Models for Music Projects: Ensuring Long-Term Success
- New Music Innovations Shaping the Future of Music Tech Ecosystems
- Global Insights into Music Tech Ecosystems: Local Implementation & Policy Support
- Engaging Youth in Music Initiatives
- Developing Successful Music Tourism Itineraries and Offers
- Using Music To Combat Social Isolation and Encourage Self Expression

MUSIC EXPORT BUYERS

Throughout Riyadh Music Week, a number of Fringe Events took place around the city where local musicians performed a series of live music showcases to 10 international music export buyers. These showcases took place at key venues of the local music ecosystem:

- Syrup Stage
- The Warehouse
- Saudi Music Hub
- Merwas
- Iris Café
- Beast House
- Sound Storm Festival



The buyers who traveled for the Riyadh Music Cities Convention work in different key roles in the music industry such as programming, booking, management, and publishing for music festivals, booking agencies, music conferences, labels, and streaming platforms.

The buyers present at the sessions were:

- Agustin Lopez Costa Paz, Spain Director, Magnus Talent Agency
- Alejanadra Gomez Quintero, Founding Director, Biche
- Jesús Sánchez, Booker, Alhambra Monkey Week
- Mark Garner, Founder, OWL WAIT
- Marie Ligocká, Booker, Colours of Ostrava
- Rafael Pereira, Executive Trustee, India Music Exchange
- Ralph Peer, Managing Director UK and Austria, VP Africa & Middle East
- Ray Ahmed, Business Development Lead, PopArabia
- Roberta Hickey, Head of Business Development MENA, Beatport
- Safeya Alblooshi, Representative, MUTEK.AE





MUSIC CITIES CONVENTION IN DETAIL

4
WORKSHOPS

48
SPEAKERS





36
COUNTRIES

67
CITIES

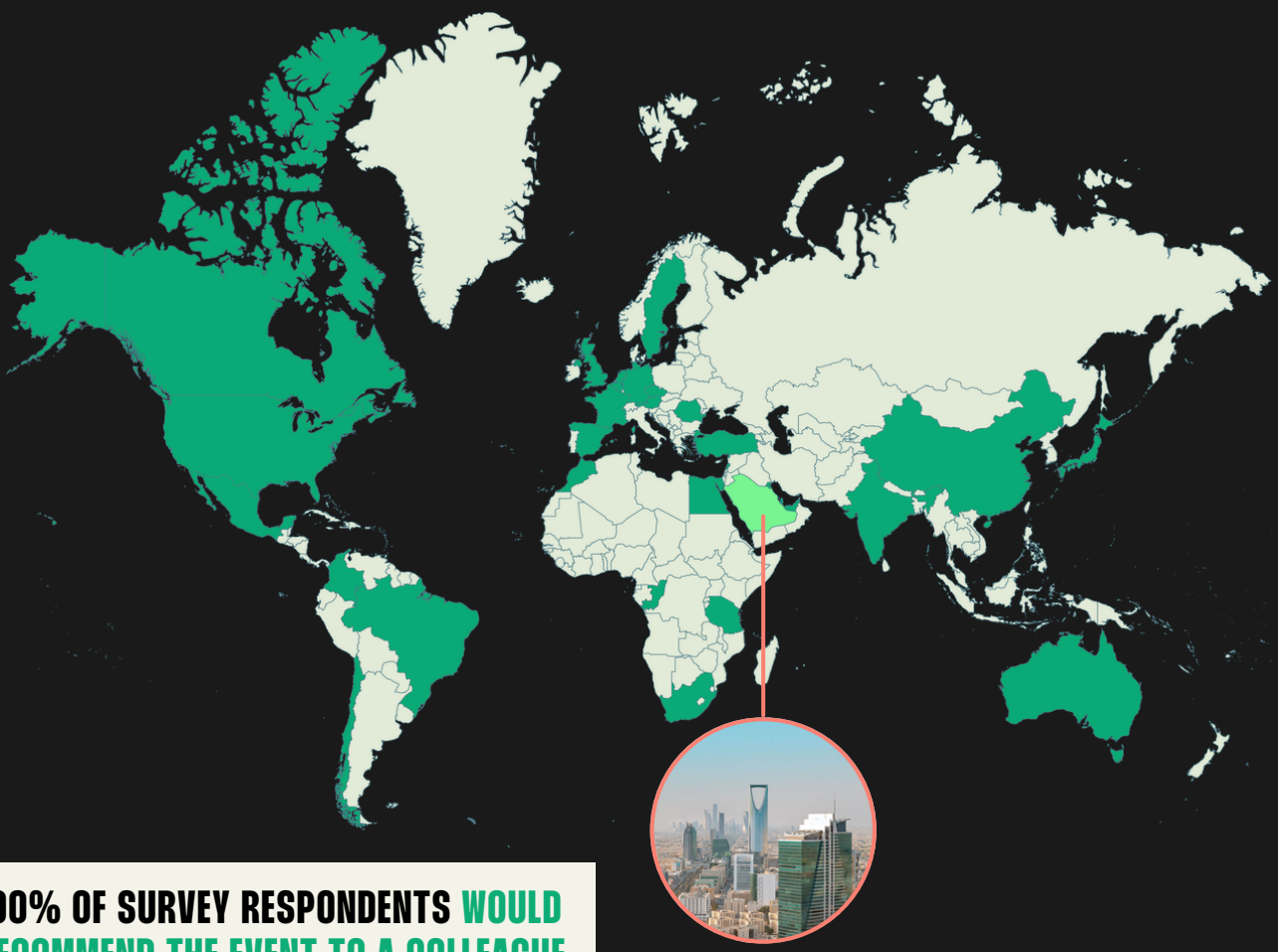
282
REGISTERED DELEGATES



6
FRINGE EVENTS

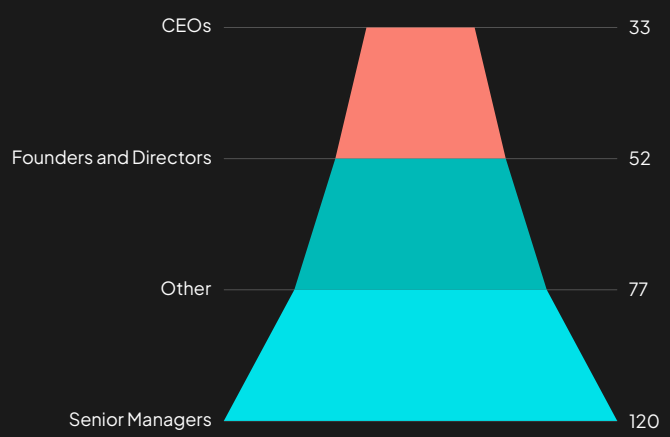
MUSIC CITIES CONVENTION IN DETAIL

PARTICIPATION FROM ACROSS THE GLOBE



100% OF SURVEY RESPONDENTS WOULD RECOMMEND THE EVENT TO A COLLEAGUE

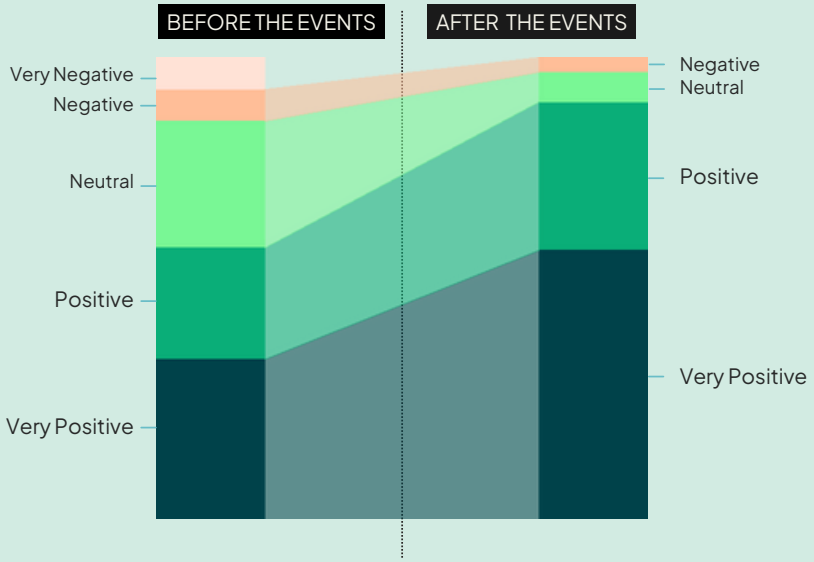
WHO ATTENDED?



SELECTED ORGANISATIONS

ECONOMIC IMPACT OF THE MUSIC CITIES CONVENTION

DELEGATE EXPECTATION VS EXPERIENCE

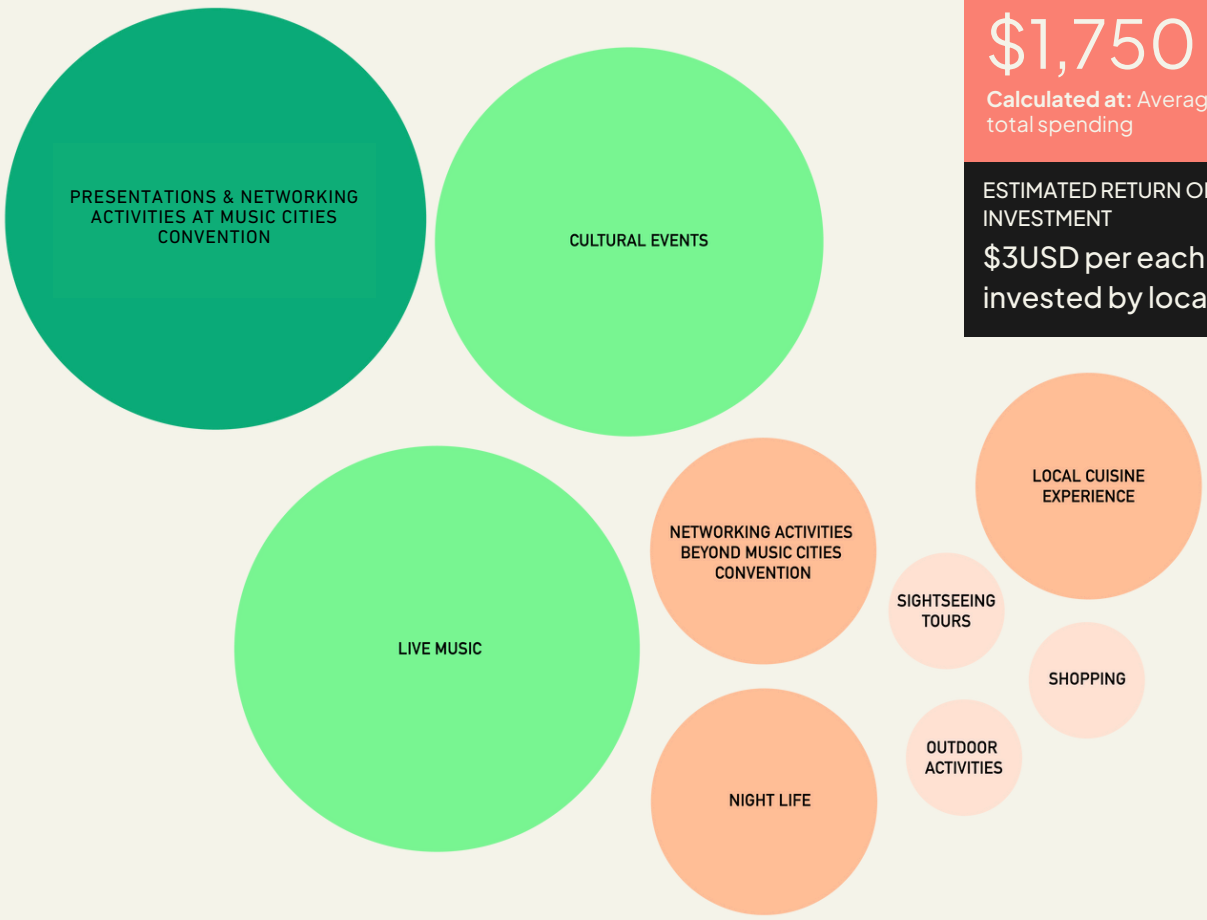


AVERAGE NUMBER OF DAYS SPENT BY DELEGATE

5 Days

20% Delegates stayed **over 7 days**

THINGS DELEGATES DID IN RIYADH



AVERAGE EXPENDITURE PER DELEGATE

$1,750

Calculated at: Average days by total spending

ESTIMATED RETURN ON INVESTMENT

$3USD per each $1USD invested by local host

MEDIA IMPACT OF THE MUSIC CITIES CONVENTION

Articles in Digital Publications

103+ articles

with a monthly average audience of

206M



"I WANTED TO TAKE A MOMENT TO SAY A BIG THANK YOU TO THE ORGANISERS OF THE MUSIC CITIES CONFERENCE AND TO ALL THE WONDERFUL PEOPLE I HAD THE CHANCE TO MEET DURING RIYADH MUSIC WEEK. IT WAS TRULY INSPIRING TO CONNECT WITH SO MANY LIKE-MINDED INDIVIDUALS TACKLING CHALLENGES SIMILAR TO THOSE WE FACE IN AUSTRALIA"

Dale Packard
General Manager, Music Victoria

350+
Posts on social media

A combined audience of

25 M Followers

MEDIA AND PRESS MENTIONS

BBC · billboard بيلبورد · RollingStone · ARAB NEWS · GQ MIDDLE EAST · publimetro · eXa TV · M

OUR SPEAKERS AND PANELLISTS



Ahmed Alammary
Chief Commercial Officer, MDLBEAST

Ana Flavia Cabral Souza Leite
VP and General Superintendent, the Brazilian Symphony

Anna Klimala
President & CEO, Miami Music Project

Azucena Micó
Global Head of Research & Projects, Sound Diplomacy

Bill Bragin
Executive Artistic Director, The Arts Center at NYU Abu Dhabi

Carlo Ruiz
Global Policy Advisor, UNDP

Cliff Fluet
Managing Director, Eleven Advisory

Cristina Peregrina
Project Manager, Sound Diplomacy Events & Education

Dale Packard
General Manager, Music Victoria

Dan Waite
CEO, Better Noise Music

Dana AlSaad
Deputy CEO, Bahrain Tourism & Exhibitions Authority

Denise Stanley-Chard
Founder & Director, The CLOCK programme

Diya Azzony
Head Of Talent Development & Coaching, Music Commission - Kingdom of Saudi Arabia

Dr. Sumaya Al-Solaiman
CEO, Architecture Commission

Eddie Hatitye
Executive Director, Music in Africa Foundation

Faisal Alaseeri
Programs Director, Cultural Development Fund

OUR SPEAKERS AND PANELLISTS

Fouad Alnazawi
Managing Partner, Lamarka Consulting Services

Gigi Arabia
CEO & Founder, Heavy Arabia Entertainment

Hala Alhedeithy
General Manager, Music Commission

Hany Albanjary
Senior Support & Coaching Specialist, the Saudi Ministry of Culture

Hesham Alarifi
Executive Director of International Cooperation & National Partnership, Saudi Authority for Intellectual Property

Hisham Aramouny
Regional Lead, Attachment

Jake Groshong
Chief Executive Officer, Playing for Change

Janateel Banerjee
Relationship Manager - Asia, PRS for music

Jerry Inzerillo
Group Chief Executive Officer, Diriyah Gate Development Authority

Jett Glozier
Head of Business Development & Global Infrastructure, Sound Diplomacy

Justin Dobbin
President, Main Stage Rehearsal Studios

Kamal AlNuaimi
Director of Arts, The Royal Commission for Riyadh City

Kelly Ng
Vice President of Finance, Main Stage Rehearsal Studios

Khadija El Bennaoui
Head of Performing Arts, Abu Dhabi Department of Culture & Tourism

Khaled AlKhaldi
Head of Saudi Music Hub, Ministry of Culture

Liz Agbor-Tabi
Vice President, Global Citizen

Luke Jones
CEO, Sound Diplomacy Events & Education

Martina Brunner
Executive Director, Vienna Club Commission

Mounya Abou Rahal
Production Operations Lead, Anghami

Nada Alhelabi
General Manager, MDLBEAST

Niclas Molinder
President/Founder, Music Rights Awareness Foundation / Salt

Noof Khonji
Advisor, MOCX, the Saudi Ministry of Culture

Omar Al-Shabaan
CEO & Co-Founder, The Space

Pablo Borchi Klapp
Head of Marketing & Partnerships, Sound Diplomacy Events & Education

Panos A. Panay
President, The Recording Academy

Paul Pacifico
CEO, Saudi Music Commission

Peter Leathem
Chief Executive Officer, PPL

Rafael Pereira
Executive Trustee, India Music Exchange

Rajat Malhotra
Partner, Sole

Ramadan Alharatini
CEO, MDLBEAST

OUR SPEAKERS AND PANELLISTS

Rami Zeidan
Managing Director, Billboard Arabia

Ray Ahmed
Business Development Lead, PopArabia

Saud AlTurki
Founder, Producer, Curator, Brij Entertainment

Shain Shapiro
Founder & Executive Director, Center of Music Ecosystems

Takayuki Suzuki
CEO, ParadeALL

Taymoor Marmarchi
Executive Director MENA, The Recording Academy

Will Page
Strategic Advisory, Pivotal Economics

Yvan Boudillet
Co-Founder, Music Tech Europe

AN IMPRESSIVE GATHERING OF WORLDWIDE PROFESSIONALS AND VERY INTERESTING TOPICS/PANELS IN THE MUSIC INDUSTRY. ALSO, THE LOCATION WAS VERY DIFFERENT THAN YOU NORMALLY EXPECT"

Daniel Verstappen
Pianist, Composer, Building Bridges





PARTNERS AND EXHIBITORS



"THE HOSPITALITY OF THE CITY THAT WELCOMED US WAS TRULY EXCEPTIONAL, OFFERING WARMTH AND A GENUINE SENSE OF INCLUSION. THE LEVEL OF THE CONFERENCES AND THE DISTINGUISHED GUESTS WAS OUTSTANDING, SHOWCASING A REMARKABLE DEPTH OF KNOWLEDGE AND EXPERTISE"

Greis Cifuentes
Manager Batuta Bogotá Region

EVENT PARTNERS

هيئة الموسيقى
Music Commission

MUSIC CITIES EVENTS

RIYADH MUSIC WEEK

SOUND DIPLOMACY | EVENTS & EDUCATION

CONTACT US

Please feel free to contact us regarding any inquiries.

Pablo Borchi

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