MUSIC CITIES CONVENTION

BY SOUND DIPLOMACY

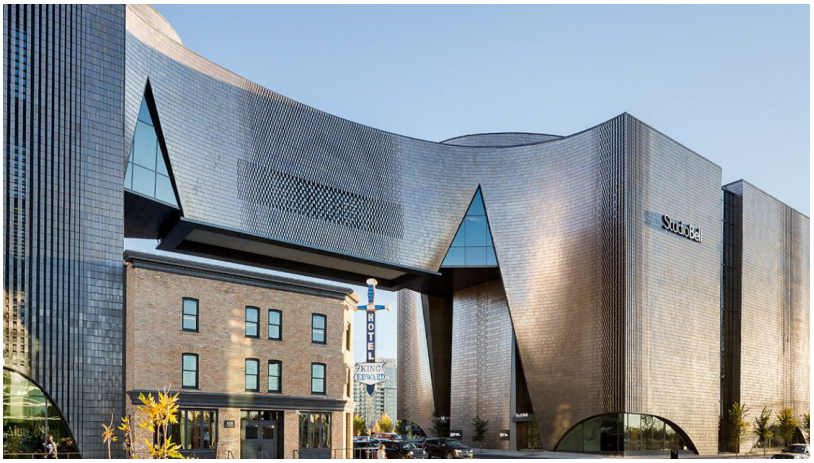
10-11 FEBRUARY 2022

CALGARY & EDMONTON ALBERTA, CANADA

EVENT REPORT

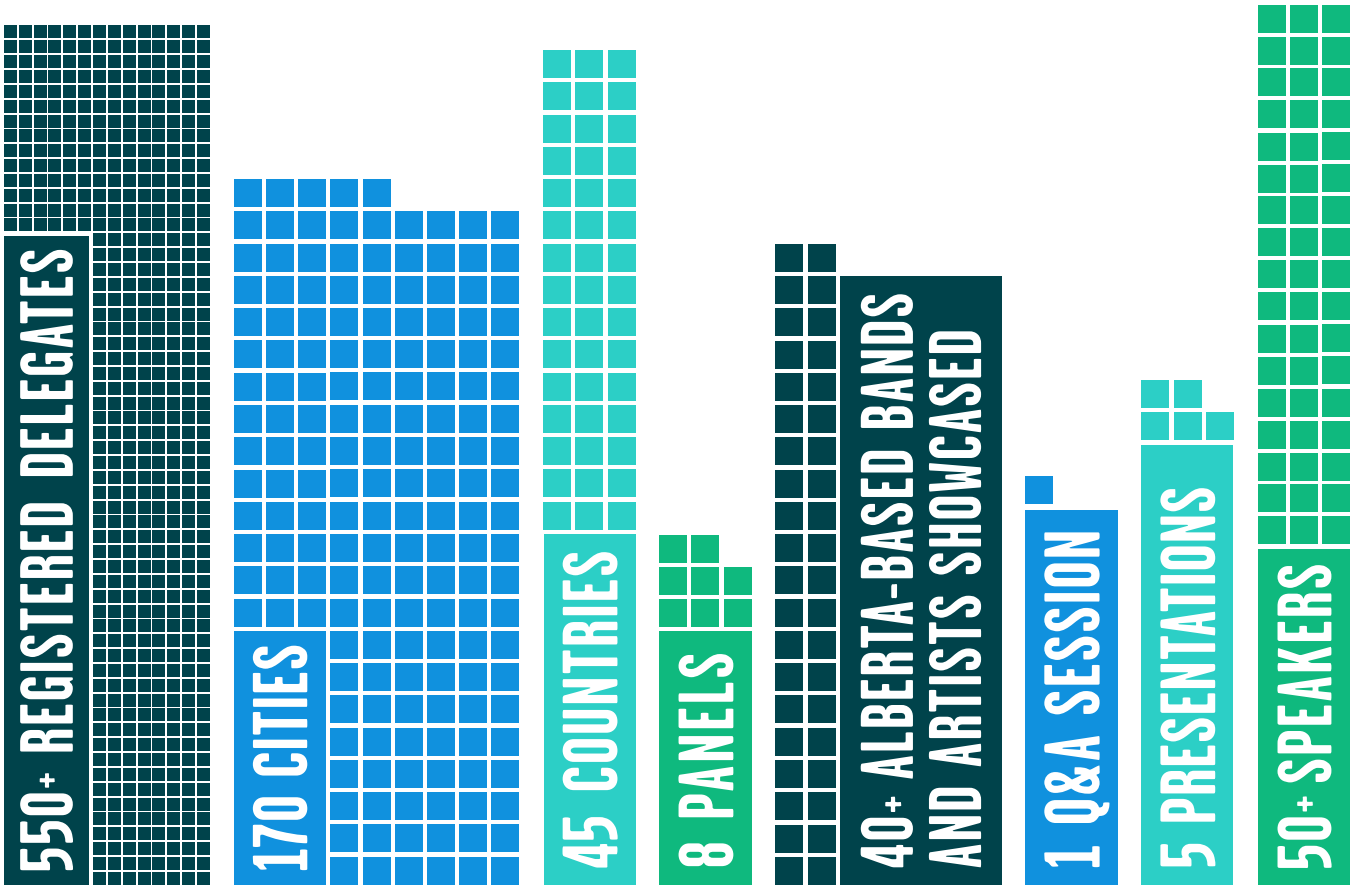
Music Cities Convention is the biggest global event exploring the use and importance of music in the development of cities all around the world. Music Cities Events, West Anthem, National Music Centre and Alberta Music were proud to present the tenth global and first Canadian edition of Music Cities Convention.

Held on February 10-11, the virtual edition was streamed worldwide from the cities of Calgary and Edmonton. The event included 50+ speakers joining remotely from 14+ countries in six continents, and 550+ registered delegates attending virtually from all around the world.





MUSIC CITIES CONVENTION IN DETAIL:





SCALING UP MUSIC CITIES: CULTIVATING THE FUTURE OF ALBERTA

Despite the Omicron variant of Covid-19 disrupted the original plan of hosting this edition as a hybrid event combining in person activities and online streaming, the fully-virtual event created new exciting opportunities, allowing a much wider audience to connect, as well as making the session recordings available for consultation even after the event ended.

The 10th global and first Canadian edition of the Music Cities Convention started on February 10th with the Official Welcome, featuring blessings from Treaty 7 Elder Weasel Traveller and remarks from the Mayors of Calgary and Edmonton, as well as Alberta's Minister of Culture, Ron Orr.

People from all continents tuned into the live stream, including representatives from Singapore, Cuba, Dominica, Gabon, New Zealand, Alaska, Czech Republic and United Arab Emirates amongst many more.

With the Masters of Ceremonies and local speakers present on-site, delegates were virtually transported to and immersed in the two main event venues, Studio Bell in Calgary, and the Encore Studio in Edmonton.

In addition to panels and presentations, 40+ local artists and bands were showcased during allocated slots across the two days.

The smoothness of the platform and the fluidity of the live stream allowed for great interaction amongst the delegates, who posted more than 348 messages and made a total of 1,219 interactions. The event was in some instances also used as a training course for team members, who created group discussions and used the content of the event to brainstorm ideas and solutions.

> **I DO MISS RUNNING AROUND FROM VENUE TO VENUE TO TRY TO CATCH AS MANY ACTS AS POSSIBLE IN ONE EVENING. BUT THIS IS GREAT – A MULTI ARTIST SHOWCASE OVER LUNCH IN THE COMFORT OF MY OFFICE.**
>
> Producer, Brass Monkey Productions, Canada



SCALING UP MUSIC CITIES: CULTIVATING THE FUTURE OF ALBERTA

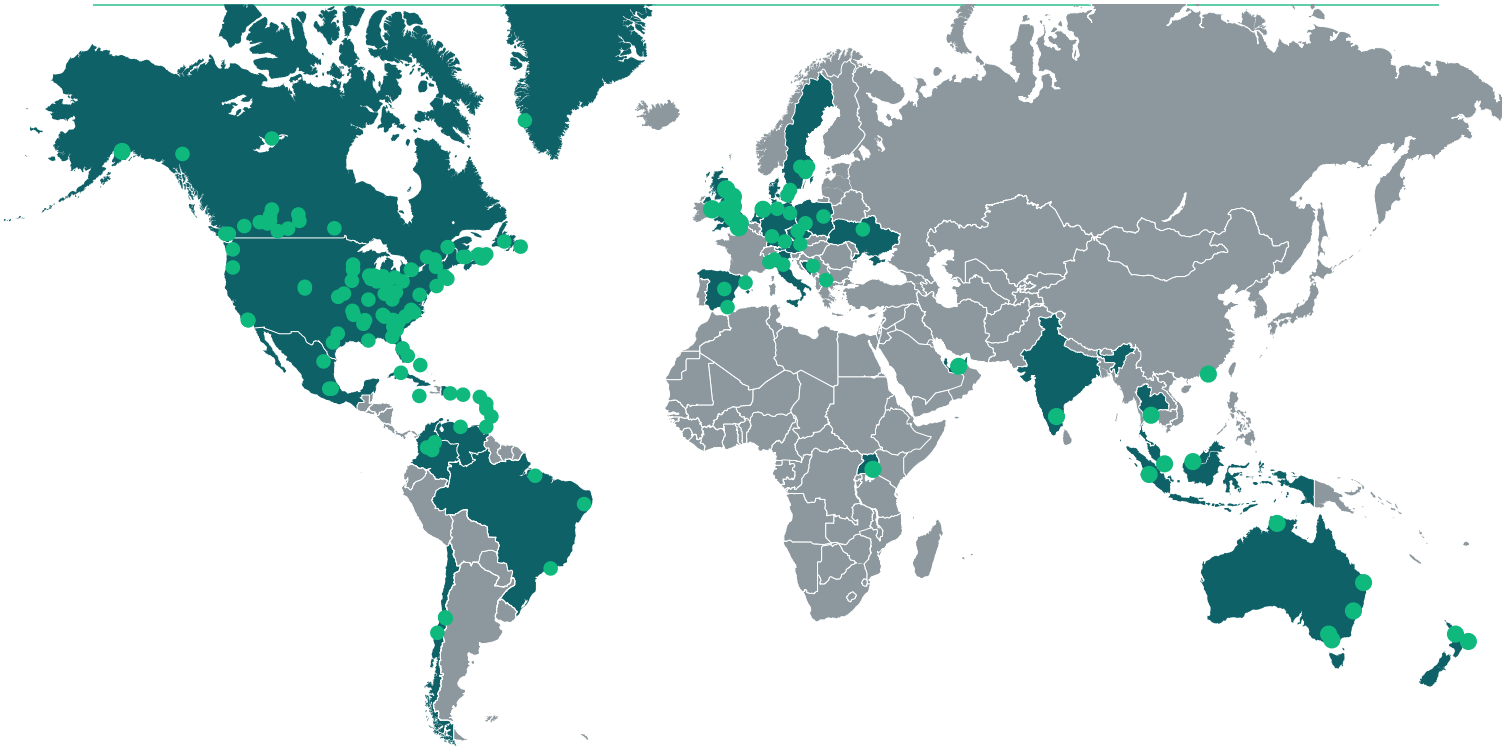


Thanks to a special partnership with the winter festivals Chinook Blast and Silver Skate, Calgary and Edmonton based delegates were also offered the unique opportunity to meet in-person safely and in an outdoor setting. On February 10th, delegates headed to the Olympic Plaza in Calgary for Chinook Blast, and the following night, they were invited to Hawrelak Park for the Silver Skate Festival. Both nights included live music, hot drinks, fireworks and light and art displays.

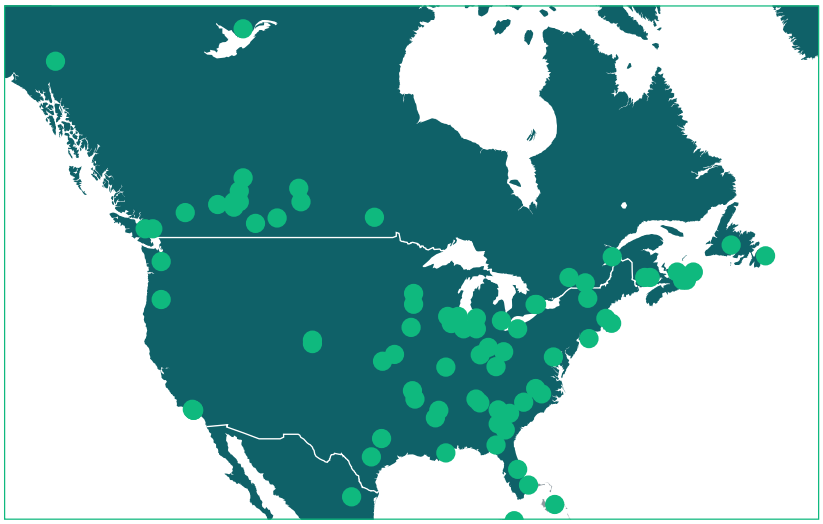
The theme for the 10th global edition of Music Cities Convention was "Scaling Up Music Cities: Cultivating the Future of Alberta", and the topics discussed include:

- The role that the creative industries can play as a new driver for economic development in cities.
- How indigenous music and musicians can be supported, showcased and promoted around the world.
- How Calgary's Music Mile is contributing to the city's vibrancy and social tissue.
- The meaning of experiential hospitality and its importance for a music city.
- How governments can advocate for a robust intellectual property infrastructure and fair pay for musicians.
- How to develop a "support system" for the work of artists in a city.
- The role music can play in spreading awareness and acceptance of mental health conditions impacting society.
- Lessons to create safe and inviting spaces for younger people to participate. in creating or experiencing music.
- The challenges and opportunities of successful winter cities.
- Location-based, digital music museums and their role in driving tourists to the city.
- Elements to create fully accessible and inclusive events.
- The benefits of investing in music & tech.
- Night-time economy strategies.
- Music's economic impact in cities.

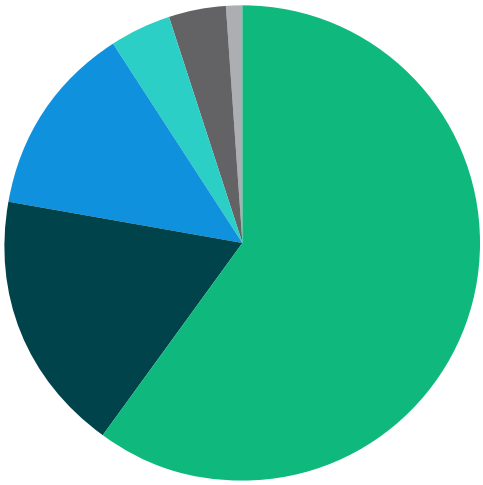
CITIES AND COUNTRIES REPRESENTED



Canada & USA in focus

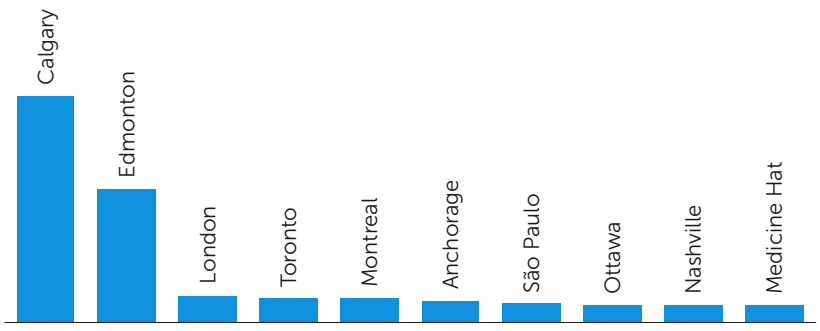


Representation by Continent



60% Canada & USA
18% Europe
13% Central & South America and The Caribbean
4% Asia
4% Australia and New Zealand
1% Africa

Top 10 Cities



KEY TAKEAWAYS

WE NEED TO HAVE MORE CONVERSATIONS THAT SHOW THAT THE RETURN OF INVESTMENT [IN LIVE MUSIC SPACES FOR THE YOUTH] CAN GO BEYOND ECONOMIC RETURN AND YOUNG PEOPLE ARE REALLY GOOD AT DOING THAT. THAT'S WHY THEY SHOULD BE IN THE DRIVING SEAT.

Ricky Graboski, Executive Director, The Vera Project (USA)
PANEL 4: All Age Venues: Increasing Safety While Easing Permitting

THERE ARE TWO THINGS THAT YOU NEED TO CREATE A MUSIC CITY, INFRASTRUCTURE AND KNOWLEDGE. YOU NEED INFRASTRUCTURE FOR PEOPLE TO DEVELOP THEIR GREAT IDEAS. BUT YOU ALSO NEED PEOPLE WITH EXPERIENCE TO TEACH AND EXCHANGE IDEAS WITH THE UP AND COMING GENERATION OF ENTREPRENEURS.

Marc Brown, Founder, Byta (Canada)
PANEL 7: Tech, Startups And Entrepreneurship: The Next Step For Music Cities?

MUSIC CITIES ARE AN IMPORTANT CONVERSATION BECAUSE THEY HELP BUILD THAT STRUCTURE TO GIVE THE ARTISTS THE TEAM THEY NEED.

Erin Benjamin, President & CEO, Canadian Live Music Association (Canada)
PANEL 3: Beyond Artists: Developing Your Music Industry's Support System

THIS IS A GREAT WAY TO INTRODUCE CULTURAL CONTENT TO USERS, AND MAKE THEM SUPPORT ARTISTS WHOSE MUSIC ARE DISCOVERING.

Ben Price, Project Lead, Crack Magazine (UK)
PRESENTATION 4: Everything Is Music: A Location-Based Digital Museum To Promote A City's Music Scene

MOST PEOPLE THAT PLAY INDIGENOUS MUSIC DON'T HAVE RECORD LABELS SO THERE SHOULD BE A GOVERNMENTAL POLICY TO FUND EFFORTS TO HAVE INDIGENOUS MUSIC RECORDED AND DISTRIBUTED.

Diana Hopeson, CEO, Ghana Music Publishing (Ghana)
PANEL 2: Supporting, Showcasing And Exporting Indigenous Music To Promote The Overall Music Ecosystem

MY JOB IS TO HELP PROVIDE A PLATFORM FOR ARTISTS, CREATIVES AND COMMUNITIES TO TELL THEIR STORIES.

Michael Rodrigues, 24 Hour Economy Commissioner, Investment NSW (Australia)
PRESENTATION 5: How To Create A 24-Hour Economy Plan

OUR SPEAKERS AND PANELLISTS

Abby Kurin, Executive Director,
Tulsa Office of Film, Music, Art & Culture (USA)

Amanda Burgener, Co-Founder,
Curbside Concerts (Canada)

Amarjeet Sohi, Mayor, City of Edmonton (Canada)

Amy Bishop, Musician & Songwriter (Canada)

Amy Woodhouse, Head of Policy, Projects and Participation, Children in Scotland (UK)

Andrew Mosker, Chair, West Anthem (Canada)

Anna Blaich, Project Management Cultural Innovation, Next Mannheim (Germany)

Anna Rut Bjarnadottir, Project Manager,
Reykjavík Music City (Iceland)

Ashley Bieniarz, Indigenous Music Development Coordinator, Manitoba Music (Canada)

Ben Price, Project Lead, Crack Magazine (UK)

Brad Bradford, City Councillor, Ward 19,
Beaches-East York, City of Toronto (Canada)

Christine Rogerson, Executive Director (interim),
Alberta Music (Canada)

Diana Hopeson, CEO, Ghana Music Publishing (Ghana)

Eileen Chai, Co-Founder, 3am Music Collective & Strings For Kindness (Singapore)

Erin Benjamin, President & CEO,
Canadian Live Music Association (Canada)

Felix Barros, CEO, Fanear / Evento Medido & President, Music Tech Association Chile (Chile)

Grace McCallum, Founder, STHLM Music City (Sweden)

Haley Hatchell, Director of Small Business and Growth Initiatives, Nashville Area Chamber of Commerce (USA)

Jacob Adams, Head of Research and Campaigns, Attitude is Everything (UK)

Jonas Nilsson, Festival Director,
Nuuk Nordisk Kulturfestival (Greenland)

Jyoti Gondek, Mayor, City of Calgary (Canada)

Kaley Beisigel, Lead Consultant,
West Anthem Committee (Canada)

Kate Duncan, CEO, The Push (Australia)

Kerry Clarke, Artistic Director, Block Heater (Canada)

Luke Azevedo, Vice President, Creative Industries, Operations & Film Commissioner,
Calgary Economic Development (Canada)

Martin Elbourne, Co-Founder of Music Cities Convention, Co-Founder of the Great Escape Festival & Senior Advisor at Glastonbury Festival (UK)

Marc Brown, Founder, Byta (Canada)

Marie von der Heydt, Senior Policy Officer,
Senate Department for Culture and Europe (Germany)



Maud Salvi, Executive Director,
Sled Island Music & Arts Festival (Canada)

Maurizio Vitale, Co-Founder, Movement Entertainment & President, Turin Tourism Board (Italy)

Michael Rodrigues, 24 Hour Economy Commissioner, Investment NSW (Australia)

Naomi Pohl, Deputy General Secretary,
Musicians' Union (UK)

Nicolás Montero, Secretary of Culture,
City of Bogota (Colombia)

Patti Pon, CEO, Calgary Arts Development (Canada)

Rebecca O'Brien,
Executive Director, Inglewood BIA (Canada)

Ricky Graboski,
Executive Director, The Vera Project (USA)

Robert Lavia, CEO, UMUSIC Hotels (USA)

Rob Hain, CEO, Sound Diplomacy (Canada)

Ron Orr, Minister of Culture,
The Province of Alberta (Canada)

Roula David, Vice President,
1XRUN & Owner, Spot Lite (USA)

Shain Shapiro, Executive Director of Center for Music Ecosystems & Founder and Chairman of Sound Diplomacy (UK)

Sirasar Boonma, Founder, Hear & Found (Thailand)

Steve Wood, Grammy Nominated Leader & Founder of Northern Cree (Canada)

Terry Rock, President & CEO, Platform Calgary (Canada)

Thom Mahler, Director, Downtown Strategy,
City of Calgary (Canada)

Tobba Andersson, Project Manager,
Zorch Productions (Sweden)

Vel Omazic, Co-Founder & Executive Director,
Canada's Music Incubator (Canada)

Yngvil Vatn Guttu, Executive Director
at Northern Culture Exchange (USA)

EVENT PARTNERS

A huge thanks to all the organisations that made the Alberta Music Cities Convention possible!

PRESENTING PARTNERS

SOUND DIPLOMACY

MUSIC CITIES EVENTS

West Anthem.

National Music Centre | Centre National de Musique

ALBERTA music

NAMING SPONSOR

Alberta

PROGRAMME SPONSORS

calgaryarts development

The Scotlyn Foundation

SUPPORTING PARTNERS

edmonton arts council

TULSA OFFICE OF FILM, MUSIC, ARTS & CULTURE

VIEWPOINT FOUNDATION

CHINOOK BLAST

SILVER SKATE FESTIVAL

proactis SOLUTIONS

DELEGATES INCLUDED:

Acting Director of Culture, Ministry of Youth, Sports and Culture Bahamas

Administrative Director & Producer of Arts in the Park, Music Yukon

Advisory, Executive Office, Department of Culture and Tourism Abu Dhabi

Arts Programmer, Auckland Council

Assistant Director, Dallas Film & Creative Industries Office / VisitDallas

Assistant Director, Downtown Development Board / Community Redevelopment Agency, City of Orlando

Assistant Director, Sector Development (Music), Singapore National Arts Council

Atlanta Music Project Academy Program Coordinator, Atlanta Music Project

Board Director, Song/Music Sector, Regroupement Artistique Francophone de l'Alberta (RAFA)

Business Development Lead, PopArabia

Central Okanagan Music Strategy, Creative Okanagan

Chairman, MusicTT of Trinidad & Tobago

Chairman, Turismo Torino e Provincia

Chief Cultural Officer, Ministry of Sports Culture & Community Development Dominica

Co-director, Chile-Asia Connect

Coordinadora Fomento Creativo, Municipalidad de Valparaiso

Creative Partnerships Lead, Auckland Council

Cultural Attaché, French Embassy

Cultural Industries Advisor, City of Montreal

Cultural Industries Development Officer / Agente de développement, Industries culturelles, City of Ottawa / Ville d'Ottawa

Cultural Planner, Tweed Shire Council

Culture & Events Support Administrator, Halifax Regional Municipality

Culture and Tourism Development Officer, Town of Stony Plain

Digital and Partnerships Director, MUTEK

Director, Department of Youth and Culture, Government of Anguilla

Director, Sim São Paulo

Director of Arts and Culture, City of Detroit

Director of Business Services, Athens Downtown Development Authority

Director of Communications & Marketing, Visit Bentonville

Director of Creative Ecosystems, CACHE (Creative Arkansas Community Hub & Exchange)

Director of Projects, Ayacucho Symphony Orchestra (Sinfónica Ayacucho, Venezuela)

Economic Analyst, Invest Puerto Rico

Economic Development Advisor, CDÉA

Economic Development Officer & Strategic Operations Coordinator, Town of Didsbury

Executive Director, Council on Culture & Arts (COCA)

Executive Director, Les Scènes de Musique Alternatives du Québec (Les SMAQ)

Executive Director, Manitoba Band Association

Executive Director, Music BC

Executive Director, Music Nova Scotia

Executive Director, MusicNT

Executive Director, Visit Bloomington & Bloomington Music Expo

Export Manager, Emilia Romagna Music Commission

Head of Music, Kulturværftet

Heritage Commissioner, City of Vancouver

Jessica L'Heureux, Program Manager, Alberta Music

Manager, Calgary Region, Regional Economic Development Services, Alberta Jobs, Economy and Innovation

Manager, Tuzla Live Association

Manager of Urban and Long-Range Planning, City of Huntsville

Manager Visitor Economy, Tamworth Regional Council

Managing Director, Hamburg Music Business Association

Managing Director, Melbourne Symphony Orchestra

Marketing and Cluster Development, The Regional Municipality of Durham

Marketing and Communications Manager, Visit Fort Wayne

Member Services and Operations Coordinator, Les Scènes de Musique Alternatives du Québec (Les SMAQ)

Music and Traditional Arts Development Officer, The Arts Council of Northern Ireland

Music Consultant, Serbia Creates

Night Mayor, City of Groningen

Night-time Economy Manager, City of Orlando

Permanent Secretary, Ministry of Sports Culture & Community Development, Dominica

Planning and Development Strategist, City of Calgary

President, Canada Music Group

President, JazzBoston

President/CEO, Greater New Orleans, Inc.

President & CEO, Arts Commons

President & CEO, Assembly for the Arts

President of Music, Music/Musique NB

Program Curator, York Region Arts Council

Program Manager, Arts & Creativity and Accessibility Coordinator, Iowa Arts Council

Project Leader, Austrian Music Fund

Radio & Media Relations, Alberta, Warner Music Canada

Radio Promoter, UMG

Sales Manager, Residence Inn, Marriott Calgary Downtown

Senior Advisor, Creative Industries, Music Development Officer, Senior Advisor, Creative Industries Fund

Senior Cultural Planner, City of Victoria

Senior Development Officer, CKUA Radio Network

Senior Director, Communications, Country Music Association

Superintendent – Arts and Culture, The City of Calgary

SVP, Marketing, Tourism Calgary

Tallinn UNESCO City of Music Project Manager, Tallinn Culture & Sports Department

Vice-Chair, Alberta Music Industry Association

Vice President, Recording Academy

VP of Growth, Gener8tor

VP of Marketing, Visit Fort Wayne

VP of Programs, Rasmuson Foundation

VP of Sales, Explore Asheville

THE EVENT IN NUMBERS: SOCIAL MEDIA INSIGHTS

	Facebook	Instagram	Twitter	Linked In	Total (approx across all platforms)
Social Engagement Rates:	1.3K	9.25%/117	480	4K	6K
Post Reactions & Likes:	271	1.9K	298	3.6K	6.1K
Comments:	44	32	16	84	180
Shares & Saves:	190	99	155	405	500
Impressions:	34K	23K	37K	151K	245K

MCC Alberta Social Mentions:

Tweets
51

Retweets
108

IG Post Mentions
84

IG Post Mention Likes
1485

Total MCC Alberta Social Mentions
135 (across all platforms)

Specific MCC Alberta Content Insights:

Instagram Impressions
4,279

Linked In Impressions
3,316

Facebook Reach
10,344

Twitter Impressions
14,993

Total MCC Alberta Social Impressions
33K (across all platforms)

MCE Website Activity:

/music-cities-convention
3,631

/alberta-mcc-2021
2,656

/alberta-mcc
3,096

Total Page Views
9.4K (approx)

Email Newsletter Insights:

Subscribers Reached
4K (approx)

Link Clicks
2.3K (approx)

EARNED MEDIA & PRESS MENTIONS

List of publications with locations:

FYI Music News	Canada
Global News CA	Canada
Calgary Herald	Canada
Edmonton Journal	Canada
Studio Bell CAw	Canada
Calgary CTV News	Canada
National University Singapore	Singapore
Music Mile	Canada
Calgary Arts Development	Canada
Stagehand App	Canada
Experience York Region	Canada
Majestic Collaborations	USA
To Do Canada	Canada
Explore Edmonton	Canada
The Globe and Mail	Canada
RD News Now	Canada
Edmonton Journal	Canada
Smarter Communities.media	United Kingdom
Music Norway	Norway
CIMA Music	Canada
Chatter Block	Canada
Italia Music Export	Italy
West Anthem	Canada
Canadian Live Music	Canada
Amplify Music	USA
Alberta Music	Canada
CBC Radio	Canada
CKUA	Canada
King Eddy	Canada

TOTAL PUBLICATIONS
29 (25 PRE-EVENT & 4 POST)
TOTAL EDITORIAL REACH
ABOUT 160M





OUTSTANDING SOCIAL EXAMPLES:



1. NUS Singapore

(one of the biggest/most renowned universities in Singapore)

Read More



2. Embassy of Canada to Italy

(8.5K Instagram Followers)

Read More



3. Italia Music Export

Read More



4. CKUA Radio

Read More



5. Music Norway

Read More



6. Michael Marc Wood

(11.1K Twitter Followers)

Read More



7. Explore Edmonton Corporation

(17k Twitter Followers)

Read More

OUR NEXT MUSIC CITIES CONVENTION

TULSA, OKLAHOMA, USA
2-5 NOVEMBER 2022

EARLY BIRD TICKETS ON SALE NOW:
WWW.MUSICCITIESEVENTS.COM/TULSA-TICKETS





> I'D LOVE TO START AN IDEA EXCHANGE IN THE EDMONTON/ CALGARY CORRIDOR WHEN IT COMES TO MUSIC AND TECH. ANYBODY WANT TO JOIN SOMETHING?

Product/Marketing Lead @ BLive Music

GET IN TOUCH!

Please feel free to contact us regarding any Music Cities inquiries.

Camila Anino
Business Development & Partnerships Manager
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Tel: +34 673 013 680