

Seminars selections @ MaMA 2013 (for information purposes only)

Program
Seminars selections @ MaMA 2013 (for information purposes only)
Wednesday, October 16th, 2013

DIGITAL SERVICES -PITCH SESSION!

In English

14:30 – 16:00

Le Centre Musical FGO-Barbara
1 rue Fleury
75018 Paris – Subway Lines 2 & 4 : Barbès-Rochechouart

For the 4th edition in Paris, MaMA and Cap Digital join forces in order to promote French and international innovation in the music sector.
7 companies offering an internet or mobile service with musical purposes for a professional or a broader public selected by a Jury of experts will introduce their services.

More information:
<http://www.mama-event.com/en/convention/digital-services-pitch-session.html>

« CINQ À SEPT » - INTERNATIONAL NETWORKING
OPENING
VIP Party

17:00 – 19:00

Gallery W
44 rue Lepic
75018 Paris – Subway Line 2 : Blanche – Ligne 12 : Abesses

Program
Seminars selections @ MaMA 2013 (for information purposes only)
Thursday, October 17th, 2013

MANAGERS VS PROMOTERS...

In English

10:30 – 12:00

Le Centre Musical FGO-Barbara
1 rue Fleury
75018 Paris – Subway Lines 2 & 4 : Barbès-Rochechouart

...HOW DO WE DEVELOP ARTISTS INTERNATIONALLY?
In a logic of exchanging point of views and experience between French and international professionals that make up the MaMA audience, MMFF France invites us to address the problematic issues in relation to live entertainment that have been experienced by managers while developing there artists abroad (on tour, organizing tours, legal, economic, and practical aspects...).

More information:
<http://www.mama-event.com/en/convention/managers-vs-producteurs-de-spectacle-comment-developper-les-artistes-a-l-international.html>

AUDIO AND VIDEO MONETIZATION ON YOUTUBE...

In French and English – **Workshop: attendance upon registration**

12:00 – 13:00

Le Trianon
80, Boulevard
Rochechouart
75018 Paris – Subway Line 2 : station Anvers

WHAT STRATEGY SHOULD BE ADOPTED TO MONETIZE ONE'S CONTENT?
Audio & Video monetization on YouTube: an essential breakthrough. With a billion visitors per month YouTube has become the world's largest music streaming platform. But what are the monetization options? What strategy should be adopted? How to manage a YouTube channel? How to deal with user-generated videos that include your content?

Registration required on <http://pro.mama-event.com/fr/content/inscription-atelier?event=atelier-monetisation-audio-video>

More information:
<http://www.mama-event.com/en/convention/la-monetisation-audio-et-video-sur-youtube-quelle-strategie-adopter-pour-monetiser-son-contenu.html>

CASHLESS PAYMENT AT FESTIVALS

In English

12:30 – 14:00

Le Centre Musical FGO-Barbara
1 rue Fleury
75018 Paris – Subway Lines 2 & 4 : Barbès-Rochechouart

Many festivals have planned to ban the use of cash on their site in the next few years, making the most of a revolution: the cashless system. Is this new approach the future of festivals? What kind of difficulties can be encountered? What are the most reliable operators? This panel will unveil the Do's & Don'ts of Cashless, based upon testimonies of some of the pioneers that have already experienced this system.

More information:
<http://www.mama-event.com/en/convention/cashless-les-nouveaux-systemes-de-paiement-pour-les-festivaliers.html>

FAR AWAY PLACES...

In French and English

15:30 – 17:00

Le Trianon
80, Boulevard
Rochechouart
75018 Paris – Subway Line 2 : station Anvers

Whilst the traditional music markets struggled to come to terms with the challenges brought about by technological and economic change, the so-called Emerging Markets were getting on with it and...Emerging! Asia, South- America, Africa, and also Eastern Europe and the Near and Middle East offer increasing promise. But how to capitalise on these opportunities? This session presents expert advice from experienced operators in these territories.

More information:
<http://www.mama-event.com/en/convention/un-nouveau-monde-enfin.html>

EQUATION MUSIQUE DELEGATE DRINKS

In French and English

18:00 – 19:00

Le Théâtre de l'Atalante
10, place Charles Dullin

75018 Paris - Subway Line 2 : station Anvers, Pigalle, Abesses

With the Equation Musique Delegate Drinks session, the Organisation Internationale de la Francophonie (French-speaking Countries International Organization) and Institut Français offer to MaMA delegates an informal meeting with African professionals. A convivial halt before taking on board with Faada Freddy (Senegal) and Jeremy Loops (South Africa).

REGISTRATION REQUIRED BEFORE OCTOBER 13TH Audrey.Thomas@francophonie.org

More information:
<http://www.mama-event.com/en/convention/aperos-professionnels.html>

Program
Seminars selections @ MaMA 2013 (for information purposes only)

Friday, October 18th, 2013

WHAT AMBITIONS AND SUPPORT FOR THE EXPORT OF FRENCH MUSIC?

In French and English

10:30 – 12:00

Le Trianon
80, Boulevard
Rochechouart

75018 Paris - Subway Line 2 : station Anvers

In a time where popular french artists have been having ever growing success abroad, internationalization is a strategic issue that is essential for the entire music industry more than ever.

Market numbers, performances and first hand accounts from music professionals with export being the focus, the conference Tous Pour La Musique (Everyone for music or TPLM) puts into perspective the export of french music. Live Entertainment and record music producers, as well as representatives of creators and artists will evoke the ambitions of the music industry in this domaine as well as the success encountered abroad. Most were helped by public authorities and the Bureau Export.

More information:
<http://www.mama-event.com/en/convention/quelles-ambitions-et-quels-soutiens-a-l-export-de-la-musique-francaise.html>

FINDING THE FUNDING

In French and English

12:30 – 14:00

Le Trianon
80, Boulevard
Rochechouart

75018 Paris - Subway Line 2 : station Anvers

Over the last few years a variety of new ways to finance the development of music and artistic projects has become available: Funding websites and crowdfunding platforms now exist which allow fans to support all aspects of an artist's career, touring, recording, making videos etc. These alternatives are becoming more and more significant and are not confined to the business of music MaMa invites experts in the field to examine this complicated and still volatile area.

More information:
<http://www.mama-event.com/en/convention/nouvelles-carrieres-nouveaux-projets-nouveaux-financements.html>

HOW DO YOU BREAK YOUR FESTIVAL INTERNATIONALLY?

In French and English

14:30 – 16:00

Le Centre Musical FGO-Barbara
1 rue Fleury

75018 Paris - Subway Lines 2 & 4 : Barbès-Rochechouart

A few European festivals are attracting their audience on an international scale. What made them so appealing in the eyes of these foreign festival-goers, and what was the strategy behind their success? During this panel, the officers of some of the most internationalized festivals will speak about their approach and what they have experienced to get there.

More information:
<http://www.mama-event.com/en/convention/festivals-comment-attirer-un-public-international.html>

**INSTITUT
FRANÇAIS**

bureauexport
french-music.org