

www.boomtown.nu

trigger '10

CREATIVE
CONFERENCE

What comes after Spotify, YouTube and iTunes?

Sweden's largest music and entertainment industry conference will help finding the answers.

Trigger Creative Conference prepares to live up to last year's success – in conjunction with Peace & Love - Sweden's largest music festival - we'll gather the music industry along with key players from the entertainment and financial world. Together with some of the greatest lecturers the above mentioned sectors have to offer, we bring people together to discuss, share intelligence and develop the business methods of the future.

Expect new, innovative perspectives, a packed agenda and plenty of opportunities to tie new profiles to your network. More than 100 of your colleagues have already signed up - don't miss out on this exhilarating event! (The conference will be conducted in English.)

Admission: 1500 SEK (excl. VAT) including entrance & VIP access to Peace & Love. Register at www.triggercreative.nu



Programme:

July 1st

New technology – new technology – new opportunities

New technology constantly gets replaced – by new and better technology. The only constant is change. What are the expectations of the consumer? How to promote products and services when consumers always expect something new & improved just around the corner? Do your homework and be prepared.

10:00 – 10:45 Registration

11.00 – 12.00 Keynote: Micael Dahlén www.micaeldahlen.com

12.00 – 12.15 Break

12.15 - 13.00 Panel discussion: New technology: Threat or opportunity?

13.00 - 13.30 Break

13.30 – 14.00 Henrik Berggren introduces “MusicHackDay”

14.00 – 14.15 Introduction to the round table discussion of the day

14.15 – 16.00 Round table discussion, MusicHackDay demo

16.00 – 16.15 Break

16.15 – 16.45 Research presentation: Equality

16.45 – 17.30 Closing statements, follow-up on today’s discussions

17.30 – Get-together: mingle, food & drinks at the VIP area

July 2nd

Entrepreneurship vs. conditions and changes in the music industry

What is happening – and how to develop an industry that changed overnight? What are the challenges and obstacles at hand? The gear box of the future doesn't have a "reverse". Look forward to harness the possibilities of tomorrow.

10:30 – 11:00 Good morning!

11.00 – 12.00 Keynote: Tess Taylor (www.narip.com)

12.00 – 12.15 Break

12.15 - 13.00 Panel discussion: Using & creating new technology to move forward

13.00 – 14.00 Break

14.00 – 14.15 Introduction to the round table discussion of the day

14.15 – 16.00 Round table discussion TBC

16.00 – 16.15 Break

16.15 – 17.15 Closing statements, follow-up on today's discussions

17.15 – 17.30 Trigger 2010 closes: Åsa Podgórski, BoomTown

A few of the Trigger 2010 speakers (updated accordingly):

Trigger Creative Conference 2010 is proud to be hosting some of the greatest speakers of the world. Here follows a few of them – more to be found & read at www.triggercreative.nu

Micael Dahlén, Professor of marketing and consumer behavior

Micael Dahlén is Professor of marketing and consumer behavior at the Stockholm School of Economics. In Swedish press, with regard to the release of this latest book, the author was often introduced as: “The marketing guru of Stockholm School of Economics”. Dahlén is a rising star in the academic field and has published a great number of articles in academic journals on the subjects of branding, advertising, PR and media.

Professor Dahlén has previously published four books. The “Kotler-like” university textbook “Brands and Marketing Communication” will be launched globally by Wiley in 2008.

His latest book “Boxen – kreativitet som skapar bättre affärer” was released in Sweden in 2006. An edition in English will be released by Wiley in late 2008 or early 2009. The working title in English is “Creativity (Un) Limited: Thinking Inside the Box for Business Innovation.”

Micael Dahlén is also a frequently hired lecturer and consultant in companies and schools.

www.micaeldahlen.com

www.nextopia.info

Tess Taylor, NARIP Founder

One of the nation’s leading authorities on careers in the music and record industries, Ms. Taylor has connected countless people to jobs and opportunities through her work in the US and abroad, cultivated collaborations for over two decades, helped launch hundreds of projects and several companies. If you’ve read Malcolm Gladwell’s best-selling book “The Tipping Point” then you may recognize her as a “super-connector,” the concept Gladwell coined to describe that unusual species of person who knows everybody. Says *Hollywood Today* Publisher & Editor Jeffrey Jolson-Colburn, “Tess Taylor is one of the great resources of the music business. She’s a walking job fair. She has amazing insights into where the business is going and combines that savvy with a Rolodex the size of an SUV.”

These traits are at the core of the two organizations she founded, the Los Angeles Music Network (LAMN, est. 1988) and the National Association of Record Industry Professionals (NARIP, est. 1998). Ms. Taylor oversees initiatives of both organizations to promote career advancement, education and good will in the music and record industries. Headquartered in Los Angeles, NARIP has chapters in New York, San Francisco, Las Vegas, Phoenix, Houston, Philadelphia and London, with plans to launch more chapters in 2010. www.narip.com

Oisín Lunny, CEO Sulake (UK)

As MD of Sulake UK, Oisín combines 20 years of experience in the media, music and technology industries to lead the growth of the Habbo Hotel website, the worlds largest Virtual World / MMO for teens. In addition to the day-to-day running of Habbo, Oisín oversees strategic media deals, marketing partnerships and advertising campaigns.

Prior to Habbo, Oisín was Global Product Manager for Media at Interoute, owners and operators of Europe's most advanced voice and data network. Oisín also managed technology and key relationships with Apple, O2 and Ericsson at online / mobile music video portal Video-C, and worked for several years at award winning online agency Hypnosis Media as a designer and then manager.

Oisín is also a successful musician in his own right, with a background in a top 30 act who supported U2 and Depeche Mode, and a number one club hit as a solo artist. He works as a composer and producer for film and TV such as Human Traffic, Derailed, MTV Europe Music Awards and the audio rebrand of Irish National TV station RTE ONE.

Johan Lagerlöf, VD X5 Music Group

Swedish X5 Music Group is Europe's leading digital music company. X5 offers music products especially developed for digital sales and mobile platforms. So far, X5 has sold over 40 million downloads via online vendors / mobile outfits such as iTunes, Real Networks, Nokia, Sony Ericsson, CDON and Amazon. X5 Music boasted nine albums on Billboard last year and releases approx. 150 new albums every month.

Johan Lagerlöf was previously one of the composers in the production team Bass Nation, delivering many Swedish dance chart hits during the 90s. In 2000 he founded the web service Mobilehits, Sweden's first service offering hit music tracks as ringtones.

Peter Åstedt, Music Help:

Peter has more than 20 years in the music industry. He started his own label Dead Frog Records (celebrating their 20th anniversary this year!) only 15 years old. Dead Frog today also serves as a publishing company. He opened the distribution system DFR for physical distribution. He is a pioneer within the digital distribution realm since 1995 and runs the music site Musicbase. Since 3 years he runs MusicHelp AB, a support service for artists and records labels.

Besides this he has a past as music journalist, photographer, and music supervisor for various movie projects. Peter has survived trends, industry standards, conditions – and still considers the golden age for the music industry to be Now.

Patrik Simolin, iTech Records

Patrik has over the past 15 years been a large part of the Scandinavian dance and club scene. Working for DeeJay Promotion for 10 years and being resident DJ at major Stockholm clubs like Lab/Spybar, Stacy's och Hell's Kitchen eventually gave him a full time A&R position at Stockholm Records / Universal. He was the fellow who signed "Sunblock" which hit England #4 with the Baywatch-single "I'll Be Ready" (also BBC/Radio ONE's most played that year).

Patrik also signed The Attic, Dallas Superstars and Paul Van Dyk for Scandinavia. Patrik has of today moved back to his home land Åland and is currently running iTech Records, which during 2009 remixed Erik Hassle, Veronica Maggio, BWO, J-Reverse, Black Legend, Joey Moe, JS16, Promoe and Clubstar, to mention a few.

Håkan Karlsson, HAWC International:

Mr. Karlsson has been an avid, professional film editor for some 20 years. He has done Swedish blockbuster titles such as "Sunes sommar", "Tic Tac", "Pistvakt", "Wallander" and "The Girl Who Kicked the Hornets' Nest" plus a vast number of TV shows.

Currently residing in Kilafors, Hälsingland, he has developed an interesting tool for remote work with the realm of film post production, aptly named "Hawc_system". The system has received plenty of international interested and version 1.0 is just about to become publicly available. Hawc was developed in parallel with the Swedish criminal theme "Wallander" movies and the Millennium Trilogy. More info at: www.hawc.biz

Randy Spencer, Pitch Music

Right after graduating high school, Randy Spencer started as a full time journalist. As a Freelance writer for and/or contributing Editor for Billboard, Foundations, Mean Street, CCM Magazine, Scottsdale Daily Progress and many others.

In 1995 he founded the independent record label Cadence Communications. Securing worldwide distribution with Warner Bros. Records, over four years he released several prominent artists including Israel, Chris Eaton (songwriter for Amy Grant, Donna Summer and Cliff Richard), Viva Voce and Ashley Cleveland, who won a Grammy Award for her 1999 release on the record label.

In 2003, Spencer launched Pitch Music, an artist management, A&R and consulting company. His first clients were Kevin Max, vocalist of the Grammy Award winning group dc Talk and The Agony Scene, who further landed a record deal with Roadrunner Records/Island Records. Pitch Music has represented several well known Music Producers and songwriters including Arnold Lanni (Our Lady Peace, Simple Plan, Finger Eleven), Marcos Curiel (P.O.D., Nappy Roots, Lil Jon), Kirsti Manna (Blake Shelton, Big and Rich), Phil Madeira (Alison Krauss, Toby Keith, Amy Grant, Garth Brooks) and Niko Bolas (Neil Young, Melissa Etheridge).