



Vinyl World Congress

15th-16th May 2018

Hilton Brighton Metropole, UK

Facilitating industry trade and cooperation

Speakers include:

*Christine Gough, Senior Director of Production , **Universal Music Group***

*Simon Shields, Head Of Release Planning, **Sony Music Entertainment***

*Ian Moss, Director Public Affairs, **BPI***

*Michal Sterba, CEO, **GZ Media***

*Edward Forth, Global Artist Relations and Brand Projects, Manager EMEA, **Audio-Technica***

*Chad Dahlstrom, Chief Executive Officer, **Discogs***

*Phil Patterson, Music Sector Specialist, **Department for International Trade***

*Joe Smith, Head of Production, **Beggars Group for Rough Trade and XL Recordings***

*Paul Pacifico, CEO, **Association of Independent Music***

*Sean Preston, Production Manager, **Ninja Tune***

*Chris Goss, Director, **Hospital Records***

*Nigel House, Retail, **Rough Trade***

*Phil Vernol, Managing Director, **Peacefrog Records***

*Karen Emanuel, Managing Director, **Key Production***

*Tim Hall, International Sales and Marketing, **Sub Pop Records***

*Barry Grint, Mastering Engineer, **Alchemy***

*Andy Tombs, Business Development Manager, **Dugdale***

*Megan Page, Record Store Day Coordinator, **Entertainment Retailers Association***

*Dustin Blocker, CCO, **Hand Drawn Records***

*Henrik Damm Krogh, Owner, **Nordso Records***

*Erwin Neubaruer, CEO, **Newbilt Machinery***

*Niklas Poblentz, Vice VD, **Pheenix Alpha***

*Joao Augusto, CEO, **Polysom***

*Robert Brown, Chief Operating Officer, **Vinyl Technologies***

*Onno-Pieter Sonnega, CEO, **Plastchem***

Day 1, 15 May

09:00 Welcome from the organisers

09:05 Chairperson opening remarks

Paul Pacifico, CEO, Association of Independent Music

09:15 VINYL DEMAND IS GROWING. BUT WHY?

- Why are sales of vinyl records on the rise?
- How is the music industry changing due to this growth?
- What stands behind the growth
- What is the best strategy for growth?
- How does vinyl production is structured at Universal: facts and stats.

Christine Gough, Head Of Production , Universal

09:45 Panel Discussion: GLOBAL DEMAND AND INTERNATIONAL GROWTH

- An overview of the markets in Brazil, Russia, China, India, South America, Japan
- World's biggest vinyl collections
- Markets with biggest opportunities for vinyl
- What are the markets sales statistics?

Moderator: Paul Pacifico, CEO, Association of Independent Music

Joao Augusto, CEO, Polysom

Christine Gough, Head Of Production , Universal

Tim Hall, International Sales and Marketing, Sub Pop Records

Joe Smith, Head of Production, Beggars Group for Rough Trade and XL Recordings

Simon Shields, Head Of Release Planning, Sony Music Entertainment

10:30 Coffee & Networking Break

11:20 Panel Discussion: BIG DATA AND VINYL RE-RELEASES

- How to use technologies to understand the growth of vinyl and address it in the most effective way
- Back in the charts: How do record labels know what they want to re-release

Moderator: Paul Pacifico, CEO, Association of Independent Music

Chad Dahlstrom, Chief Executive Officer, Discogs

Sean Preston, Production Manager, Ninja Tune

Phil Vernol, Managing Director, Peacefrog Records

Chris Goss, Director, Hospital Records

Simon Shields, Head Of Release Planning, Sony Music Entertainment

If you'd like to get involved, let us know - connolly@vinylworldcongress.com

12:00 THE FUTURE OF DIFFERENT FORMATS

- What does music industry can expect next from physical records?
- Sales trends from a retailer perspective
- Market insight into consumer's behaviour for vinyl
- Future of different formats: Are CD and cassette finished?
- Is there going to be a new way of listening to music

Chad Dahlstrom, Chief Executive Officer, Discogs

12:30 Lunch

COPING WITH THE DEMAND FOR VINYL. Strategic update from VINYL MACHINE MANUFACTURERS & RECORD LABELS

13:30 [MACHINE MANUFACTURER PERSPECTIVE] Working with Viryl

- Our Vinyl pressing equipment
- Viryl plant design and consulting
- Process training and workflow
- Innovation projects and Future plans
- Our customer experience

Robert Brown, Chief Operating Officer, Viryl Technologies

14:00 [RECORD LABEL PERSPECTIVE] Release planning: numbers and forecasts

Chris Goss , Director, Hospital Records

14:30 [MACHINE MANUFACTURER PERSPECTIVE] Strategic update from Pheenix Alpha

Niklas Poblenz, Vice VD, Pheenix Alpha

15:00 [RECORD LABEL PERSPECTIVE] Release planning: numbers and forecasts

Joe Smith, Head of Production, Beggars Group for Rough Trade and XL Recordings

15:30 [MACHINE MANUFACTURER PERSPECTIVE] Strategic update from Newbilt Machinery

Erwin Neubaruer, CEO, Newbilt Machinery

16:00 Coffee and networking break

16:30 TURNTABLES MARKET DEVELOPMENT: AUDIO-TECHNICA PERSPECTIVE

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- Analogue Overview: Producing cartridges and achieving sound quality
- Market Overview: What is selling and what does the market demand?
- What's next? Predictions and plans for turntable and cartridge market

Edward Forth, Global Artist Relations and Brand Projects, Manager EMEA, Audio-Technica

16:50 Panel Discussion: VINYL SUPPORT AND PRODUCTION PROCESS.

- Building cost effective business models.
- Innovation through partnership.
- Recruiting right specialists for the job: engineers and sales.
- Is the vinyl production industry only for small specialist companies?

Moderator: Paul Pacifico, CEO, Association of Independent Music

Andy Tombs, Business Development Manager, Dugdale

Onno-Pieter Sonnega, CEO, Plastchem

Robert Brown, Chief Operating Officer, Vinyl Technologies

Henrik Damm Krogh, Owner, Nordso Records

17:40 Drinks reception at the BA i360 Tower - please follow the organisers to make sure you go through the security first. Please wear your badge!

Day 2, 16 May

09:00 Chairperson opening remarks

Ian Moss, Director Of Public Affairs, BPI

09:10 Panel Discussion: HOW LEAVING EU COULD IMPACT THE VINYL RECORD INDUSTRY?

- Changing environment and potential effect on music and in particular on the vinyl industry
- Building production and partnership business models to mitigate risks
- Overview of the vinyl production cost, regulations and agreements

Moderator: Ian Moss, Director Of Public Affairs, BPI

Karen Emanuel, Managing Director, Key Production

Michal Sterba, CEO, GZ Media

10:00 Manufacturing of vinyl records in 21st century

- Automation of production
- Environmental compliance
- Software audio quality control

Michal Sterba, CEO, GZ Media

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10:30 Coffee & Networking Break

11:15 30 min fireside chat: WHAT ARE THE DRIVERS FOR BUYING VINYL?

- Retail trends over the last 10 years: online and high street numbers.
- How many new record stores open every year and where?
- Overview of the Record Store Day in its 11th year: The story and the stats behind its success.
- How to support and encourage the demand?

Moderator: Phil Patterson, Music Sector Specialist, Department for International Trade
Megan Page, Record Store Day Manager, Entertainment Retailers Association
Nigel House, Head Of Retail, Rough Trade

11:45 MANUFACTURING AND PRODUCING VINYL IN BRAZIL

- Overview of the market and position of Polysom in the industry
- Biggest challenges for Brazil while working with Europe and North America
- Supporting the flow of technology and knowledge necessary for the development of the vinyl market in South America
- Opportunities for partnership with Europe
- Next steps and plans for vinyl development in the region

Joao Augusto, CEO, Polysom

12:15 Lunch

13:30 Panel discussion: EQUIPMENT LIFE CYCLE: THE FUTURE OF MASTERING PROCESSES

- Lathe cutting process and lacquer suppliers
- Is there a need for new equipment? And Is new equipment commercially viable?
- How to achieve best sound quality: choosing the right cut
- Challenges engineers are facing

Moderator: Ian Moss, Director Of Public Affairs, BPI

Barry Grint, Mastering Engineer, Alchemy

Lawrie Dunster, Mastering and Vinyl Cutting Engineer, Curve Pusher

Henrik Damm Krogh, Owner, Nordso Records

14:20 Starbucks cafe style discussions. *Grab your coffee macchiato and dive into the discussion on:*

1. **RECRUITMENT** - How does an industry demanding growth recruit engineers following a 20 year gap in industry.

Phil Patterson, Music Sector Specialist, Department for International Trade

2. Starting your own pressing plant

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Henrik Damm Krogh, Owner, Nordso Records

15:00 End of the Congress

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