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MUSIC ACADEMIC PARTNERSHIP
UK MUSIC

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UK MUSIC - MUSIC ACADEMIC PARTNERSHIP SYMPOSIUM 2022

THE FUTURE OF DATA FOR TEACHING & CAREERS IN THE UK MUSIC INDUSTRY

JOIN US ONLINE - TICKETS FREE REGISTRATION

THURSDAY 26TH MAY 10 AM - 2:30 PM

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SYMPOSIUM 2022

THURSDAY 26TH MAY

10:00 - 10:15 WELCOME

- JAMIE NJOKU-GOODWIN - CHIEF EXECUTIVE - UK MUSIC

10:15 - 11:00 SESSION 1 - KEYNOTES

- VICK BAIN - FOUNDER & CONSULTANT - THE F-LIST
  DIVERSITY AND DATA - THE F-LIST'S IMPACT
- ANDY EDWARDS - DIRECTOR OF RESEARCH & ANALYSIS - UK MUSIC
  A DEEP DIVE INTO THE DATA OF THE MUSIC INDUSTRY

11:00 - 12:00 SESSION 2 - VIEW FROM THE FUTURE

OUTSTANDING MAP GRADUATES INSIGHTS

- BRE MCDERMOTT-KING - INTERNATIONAL PRODUCT MANAGER - AWAL
- REBECCA REES - JUNIOR STREAMING MANAGER - PARLOPHONE
- KANE PETERS -FREELANCER - EVENTS & SUSTAINABILITY
- OPEN Q&A

12:00 - 12:15 BREAK & QUIZ

12:15 - 13:15 SESSION 3 - THE USE OF DATA IN INDUSTRY - IDENTIFYING TRENDS

- DR HELEN DAVIES - LECTURER/RESEARCHER - LIPA
  UKMUSIC'S DIVERSITY REPORT - THE DATA BEHIND THE REPORT AND ACTIONS
- WEZ WESTLEY - DIRECTOR - FULL TIME HOBBY
  THE SKILL & TRENDS OF THE SPREADSHEET -
  THE ANOMALIES OF DATA AND TREND SPOTTING
- HANNAH MCLENNAN - PARLIAMENTARY & RESEARCH MANAGER – UK MUSIC
  THE POWER OF MUSIC -
  DATA'S ROLE IN ARGUING FOR THE HEALTH BENEFITS OF MUSIC
- LIAM MCMELLON - BUSINESS DEVELOPMENT AND INDUSTRY RELATIONS UK & EUROPE - VEVA SOUND
  GETTING PAID WHEN YOU'RE PLAYED - THE IMPORTANCE OF DATA
- OPEN Q&A

13:15 - 13:25 SPONSOR PRESENTATION - MUSICID PLATFORM

13:25 - 14:25 SESSION 4 - DATA EDUCATION, VOCATIONAL SKILLS AND THE FUTURE

- DR MAT FLYNN - LECTURER/RESEARCHER - UNIVERSITY OF LIVERPOOL
  DATA SKILLS - USING MUSIC ID TO INSTIL DATA SKILLS IN STUDENTS
- SARA WHYBREW - APPRENTICESHIP PROGRAMME LEAD - SCREENSKILLS
  SKILLS OF THE FUTURE
- PHIL NELSON - ARTIST MANAGER, LECTURER, RESEARCHER – BIMM
  DIY ARTISTS STEPS - THE ROLE OF DATA
- OPEN Q&A

14:25 - 14:30 CLOSING SUMMARY

- DR OLIVER MORRIS - DIRECTOR OF EDUCATION AND SKILLS - UK MUSIC MAP

MAP SYMPOSIUM - PRESENTER BIOS

JAMIE NJOKU-GOODWIN
CHIEF EXECUTIVE, UK MUSIC

Jamie is the Chief Executive of UK Music, the collective voice of the UK music industry. Jamie is an experienced campaigner, a communications specialist and a former political adviser who has held senior roles at the highest levels of Government. He previously worked as a special adviser at Department for Digital, Culture, Media & Sport and at the Department of Health and Social Care.

Jamie holds a Bachelor's degree in Music from the University of Nottingham and a Masters in International Relations. He is a trustee of Britten Pears Arts and a member of Council of the Royal College of Music, and sits on the board of the London Philharmonic Orchestra and the advisory board of English National Opera.

Jamie regularly acts as a sector representative to Government and is on the expert advisory panel for Government's new National Plan for Music Education, the expert advisory panel for UK City of Culture 2025, and the Creative Industries Council.

VICK BAIN
KEYNOTE SPEAKER - QUEEN MARY UNIVERSITY OF LONDON, THE F-LIST

Vick has worked in the music industry for twenty-five years. She is the author of an influential industry report Counting the Music Industry, the founder of The F-List directory of UK female musicians, and she is currently a PhD researcher at Queen Mary University of London. She is a director of the board of the Incorporated Society of Musicians and a music tech start-up called Delic, a trustee of Parents & Carers in Performing Arts (PiPA), and is former CEO of the British Academy of Songwriters, Composers & Authors (the Ivors Academy).

ANDY EDWARDS
KEYNOTE SPEAKER - UK MUSIC

Andy is an experienced music business executive with a passion for diversity and inclusion. His career encompasses record labels, music tech start-ups, rights acquisition and artist management. He has served on the boards of the Music Managers Forum (MMF) and UK Music. Andy founded and chaired the UK Music Futures Group before joining UK Music as Director of Research & Analysis. Andy continues to act as a consultant and advisor to artists, producers and songwriters alongside his UK Music work, and he also sits on the Diversity and Inclusion board of British Cycling, the sport's governing body.

BRE MCDERMOTT-KING
AWAL

Bre currently works at the record label AWAL as an International Product Manager. She previously worked in International Marketing at Sony Music UK, where she also headed up their diversity and inclusion committee, HUE UK. In 2019, she co-founded and runs a collective called Women Connect, which specialises in creating and promoting equal opportunities for women, non-binary and gender-fluid people working in the creative industries.

DR. HELEN DAVIES
LIPA

Helen is a lecturer at the Liverpool Institute for Performing Arts who has been lecturing in popular music since 2004. Her key research interests are gender and sexuality, music performance, music in everyday life and ethnographic research. Helen's experience as a popular music scholar and researcher ensures she fosters students' critical engagement with ongoing developments, issues and debates that relate to the understanding, practice and performance of current popular music.

KANE PETERS
EVENTS & SUSTAINABILITY CONSULTANT

Kane graduated from the University of Gloucestershire's Music Business Degree in 2021. Whilst still studying at UOG Kane created an innovative method to measure and promote the carbon footprint of individual menu items for food vendors at music festivals to allow customers to make informed decisions on what they eat, to help vendors make more sustainable choices and to allow Festival Republic to gather more data to inform their own decisions. He pitched the project to Live Nation UK's Head of Sustainability which led to working directly with Festival Republic over the 2021 festival season to trial the methodology at both Latitude Festival and Reading and Leeds to great success.

This project led to Kane working closer with Festival Republic on the Green Team for the Download Pilot and Wilderness Festival where he worked in both the arena and the campsites to engage audience members in the topic of sustainability. He went on to become Sustainability Assistant for the Isle of White Festival where he assisted the Sustainability Coordinator in managing the engagement teams around the festival site as well as coordinating the many sustainability initiatives at the festival.

JTT-KING • DR. HELEN DAVIES • KANE PETERS • REBECCA REES • IAN
MATHEW FLYNN • PHIL NELSON • SARA WHYBREW • JAMIE NJOKU-GO
STLEY • DR. HELEN DAVIES • BRE MCDERMOTT-KING • KANE PETERS

REBECCA REES
JUNIOR STREAMING MANAGER - PARLOPHONE

Rebecca is a Project & Events coordinator at Polydor (Universal Music Group). She has worked in research and development for sustainability practices at UK music festivals, in collaboration with Festival Republic, and she creates the podcast Digital Dissect, analysing digital trends in the music industry. Rebecca was the recipient of UK Music's Outstanding MAP Graduate Award in 2021.

WEZ WESTLEY
FULL TIME HOBBY/HASSLE

Wez is founder of independent record labels Full Time Hobby and its sister, Hassle, which he launched with Nigel Adams in 2004, after leaving Mushroom Records. Hassle and Full Time Hobby's alumni include such notable acts as Alkaline Trio, The Get Up Kids, Juliette & the Licks, White Denim and the Leisure Society. In addition to directing his labels, Wez manages artists and runs a publishing division.

LIAM MCMELLON
VEVA SOUND

Liam works in Business Development and Industry Relations (UK & Europe) at VEVA Sound, overseeing VEVA Collect and UK-based VEVA Live clients. He began his career at UK independent record label Silva Screen Records/So Recordings, which led to a joint venture with the Nashville entity of Southern Crossroads Music. Liam has also worked with Nasheville-based music administration and publishing firm Bluewater Music and served as music supervisor at Goldfinch Entertainment.

HANNAH MCLENNAN
PARLIAMENTARY & RESEARCH MANAGER UK MUSIC

Hannah studied Politics and International Relations at the University of Sheffield, where she specialised in British politics. Alongside her studies she also volunteered as a fully trained advisor at Citizens Advice. After graduating, Hannah joined the Department for Work and Pensions as a Research Officer. Her work there included analysis into Universal Credit and pensions, as well as spending three months in a Jobcentre setting up benefit claims during the first lockdown. She joined UK Music in June 2021. Hannah led the work on UK Music's report 'The Power of Music', a collaborative project between UK Music and Music For Dementia, which aims to demonstrate how music can play more of a role in improving health and wellbeing.

DR. MATHEW FLYNN
UNIVERSITY OF LIVERPOOL

Mat is Head of Music Undergraduate Studies & Lecturer in Music Industry at the University of Liverpool; Mat previously taught music business at LIPA. Before entering higher education, Mat was a self-employed practitioner in the music industries, owning rehearsal rooms and an independent record label. His current research interests include decision-making in the music industries, the impact of the pandemic of Liverpool's music sector, the experiences of Black music makers and practitioners and how to better educate musicians about copyright and data management.

PHIL NELSON
ARTIST MANAGER, LECTURER, RESEARCHER – BIMM

Phil is founder and director of First Column, a music management company based in Brighton. He has been working in music management since 1988 and he teaches music business at BIMM Institute. Since 2017 he has been working with CMU on mapping music careers, music industries and music education, research work that resulted in the creation of the Pathways Into Music Foundation, which he now leads.

SARA WHYBREW
APPRENTICESHIP PROGRAMME LEAD SCREENSKILLS

Sara is the Director of Policy and Development at Creative & Cultural Skills overseeing its policy, fundraising, communications and evaluation work. She works closely with key sector stakeholders and leads the organisation's sector guidance on workforce development, including apprenticeships and fair access.

Before joining C&CS, Sara was the East of England Learning and Skills lead for Arts Council England, where she oversaw pilot programmes designed to improve working relationships between arts organisations and education providers, managed financial stabilisation programmes, led place-based arts development opportunities and co-wrote the £15 million Creative Employment Programme.