

MUSIC CITIES 
CONVENTION

EVENT REPORT
FAYETTEVILLE, ARKANSAS



2025

Hosted by Sound Diplomacy
Events and Education and
Experience Fayetteville

 **FAYETTEVILLE**



16—18 SEPTEMBER

INTRODUCTION

At Sound Diplomacy Events and Education, we are shaping stronger communities and thriving economies by placing **music at the heart of urban development**. We believe in creating cities where culture and creativity drive progress, and where everyone benefits from the power of music.

This is **the vision that guides the Music Cities Convention**, the world's leading global gathering on the role of music in developing better cities.

In 2025, we were proud to bring **the 14th edition of this global event to Fayetteville, Arkansas**, a city that embodies innovation, inclusivity, and showcases the transformative impact of music.



RARELY HAS A CONFERENCE FELT LIKE FAMILY. THIS WAS MY EXPERIENCE AT THE MUSIC CITIES CONVENTION AND AWARDS IN FAYETTEVILLE, ARKANSAS, PRESENTED BY SOUND DIPLOMACY EVENTS AND EDUCATION. DESPITE GLOBAL ATTENDEES, THE AUDIENCE WAS BONDED BY MUSIC, IMPACT AND OPPORTUNITY"

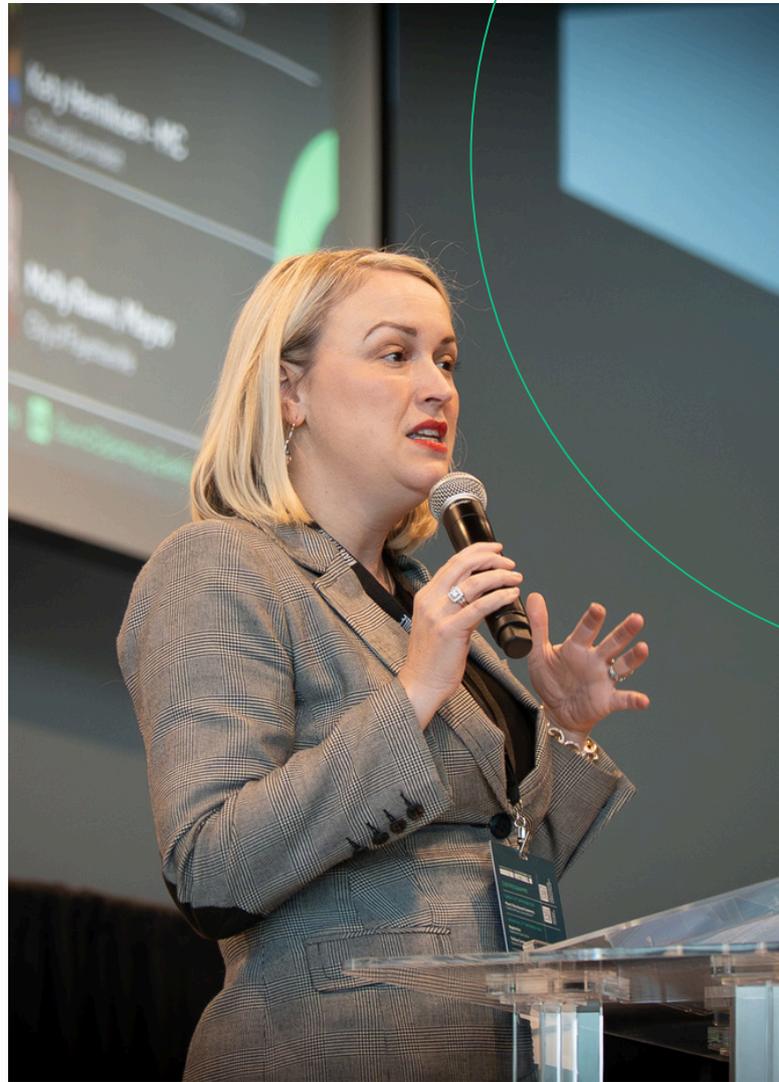
Daryl Raven
CEO, QMF & Qld Music Trails
(Australia)

HARNESSING THE POWER OF MUSIC TO BUILD VIBRANT CITIES AND SUSTAINABLE FUTURES

From September 16–18, 2025, the Fayetteville Music Cities Convention took place across key venues in Fayetteville, Arkansas. Hosted as part of a dynamic week of programming dedicated to showcasing music's role in community development and economic growth, the event gathered **global leaders, policymakers, and innovators** to share knowledge and strategies for building stronger cities through music.

The 14th edition of the Music Cities Convention opened at the Fayetteville Public Library with the Music Cities Awards Ceremony, celebrating the most impactful uses of music worldwide, and featured three days of performances, discussions, and networking aimed at exploring the practices for turning cities into thriving Music Cities.

The full results of the contest can be viewed at www.musiccitiesshows.com/awards



HOSTING THE MUSIC CITIES CONVENTION IN FAYETTEVILLE WAS MORE THAN A CONFERENCE; IT WAS A DEFINING MOMENT FOR OUR COMMUNITY. OVER THREE DAYS, WE WELCOMED DELEGATES FROM ACROSS THE GLOBE, SHOWCASED THE INCREDIBLE TALENT OF ARKANSAS ARTISTS, AND SPARKED MEANINGFUL CONVERSATIONS ABOUT HOW MUSIC SHAPES TOURISM, ECONOMY, AND QUALITY OF LIFE"

Tina Archer-Cope

Vice President of Sales, Experience Fayetteville
(USA)

CONSOLIDATING MUSIC POLICY CULTURE AS PART OF THE FABRIC OF OUR CITIES

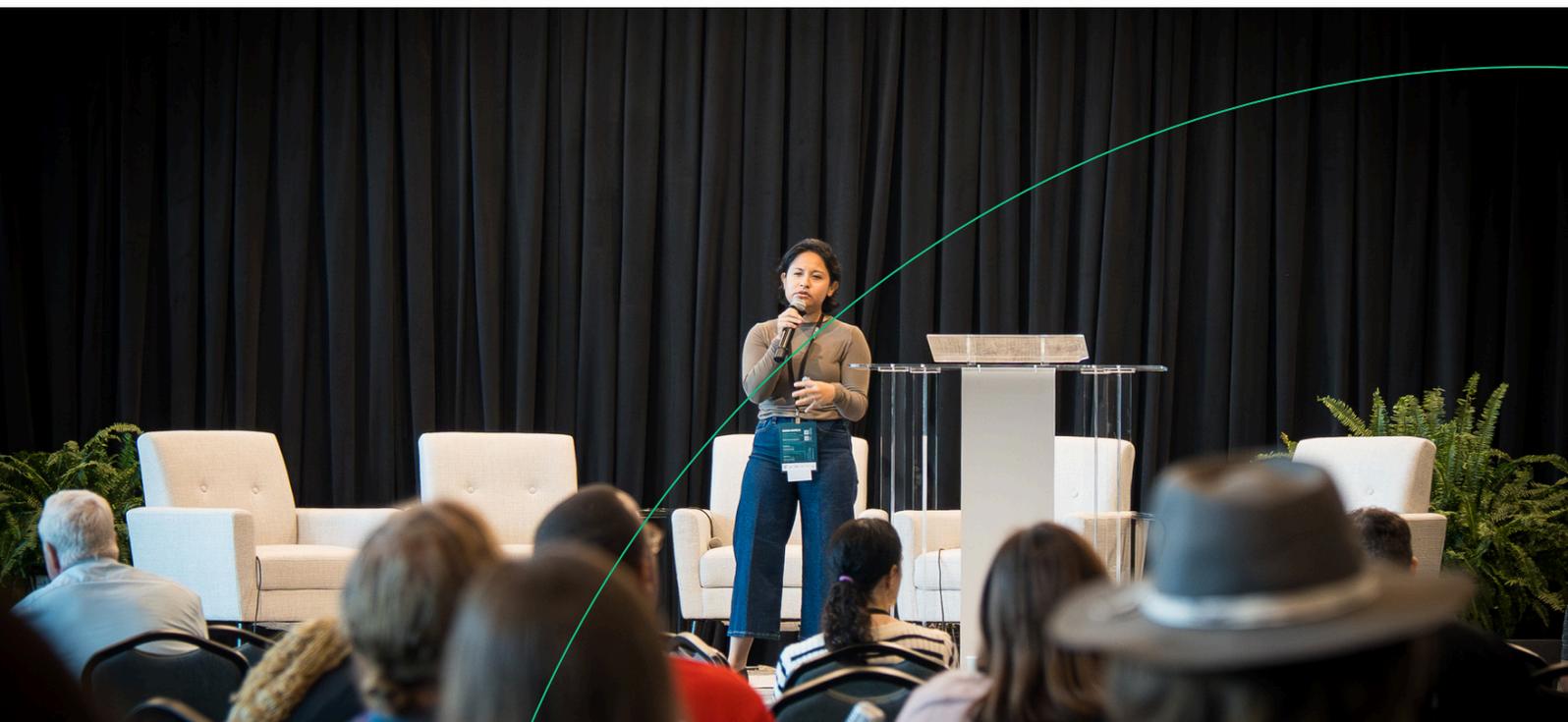
On September 17th and 18th, delegates gathered at the Fayetteville Town Center for two full days of talks, presentations, and interactive workshops dedicated to the latest trends and best cases in Music Cities development.

Participants joined insightful panels and presentations on topics such as **music and social impact, transforming districts into music hubs, the role of local talent, and diverse music ecosystems** across various regions in the United States.

In the evenings, delegates explored Fayetteville's vibrant music scene through curated fringe events, including music movie screenings and showcases featuring local and regional artists.

The convention concluded with a closing remarks session in which Tina Archer-Cope, VP Sales at Experience Fayetteville, and Pablo Borch Klapp, Head of Events and Partnerships at Sound Diplomacy Events and Education, reflected on **the power of music and the impact of the local ecosystem to give Fayetteville its defining personality.**

In a special handover ceremony, **Councillor Rob Pritchard, Portfolio Holder for Culture and Leisure from Hull City Council, and Jeff Hessel, Senior VP Marketing for Tourism Calgary,** jointly accepted the mantle as **hosts of the next Music Cities Conventions in 2026,** marking a unique year that will see the global event take place in both Hull, UK, and Calgary, Canada.



SESSIONS OF THE FAYETTEVILLE, ARKANSAS MUSIC CITIES CONVENTION

USA Music Cities Nation – 10 Years of Advocating for Music	Transform Your District Into a Music Hub
From Monotowns to Music Cities	Music in Times of Crisis – Recovery Through Advocacy
North West Arkansas Music Ecosystem – Where are we now?	Music and Social Impact – Perspectives from Around the World
Artificial Intelligence and Innovation – Ethical Practices for Music Cities	Sound and Vision: Mixing Music, Visual Arts and Technology to Create New Experiences
The Therapeutic Power of Music Education	Music Festivals, Tradition and Sustainable Development in Central Asia
Setting the Stage for Creative Placemaking	The Power of Free Outdoor Concerts in Creating Vibrant Music Cities
Music, Communities and Science for Climate Change	Nightlife and Inclusivity Practices
Accessibility Chain in Music: Accessibility and Inclusion in Live Music Events	

A man in a blue suit and glasses, identified as Ken Lythgoe, is standing on a stage and speaking into a microphone. He is holding a piece of paper and looking down at it. The background is dark with some stage equipment visible.

"IT WAS MY HONOUR TO PRESENT A SESSION ON ARTIFICIAL INTELLIGENCE AND INNOVATION AS IT APPLIES TO MUSIC AND DISCUSS ETHICAL PRACTICES. I HAVE ENJOYED MEETING THOSE WHOSE VOICES ARE SHAPING GLOBAL MUSIC POLICY AND HEARING SO MUCH SUPPORT FOR DAACI FROM AROUND THE WORLD. I'M LOOKING FORWARD TO MORE DISCUSSIONS, PANELS, AND MEETINGS ON DAY TWO.

MY SINCERE THANKS TO SOUND DIPLOMACY EVENTS AND EDUCATION AND EXPERIENCE FAYETTEVILLE, FOR ALL YOUR SUPPORT"

Ken Lythgoe

Head of Corporate Development, DAACI
(UK)



FAYETTEVILLE, ARKANSAS MUSIC CITIES CONVENTION IN DETAIL

40

SPEAKERS

6

PANELS

23

COUNTRIES

114

CITIES

3

**LIVE
MUSIC EVENTS**

410

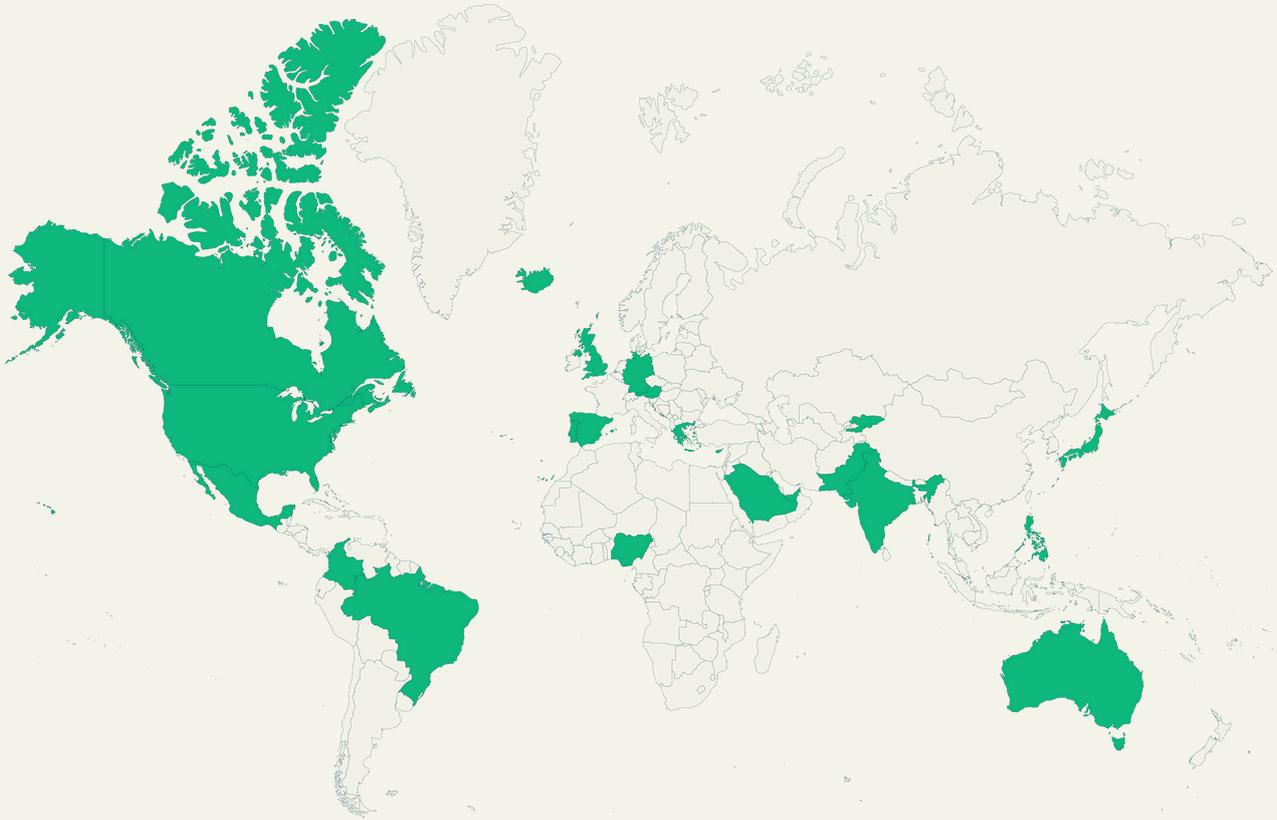
DELEGATES

8

PRESENTATIONS

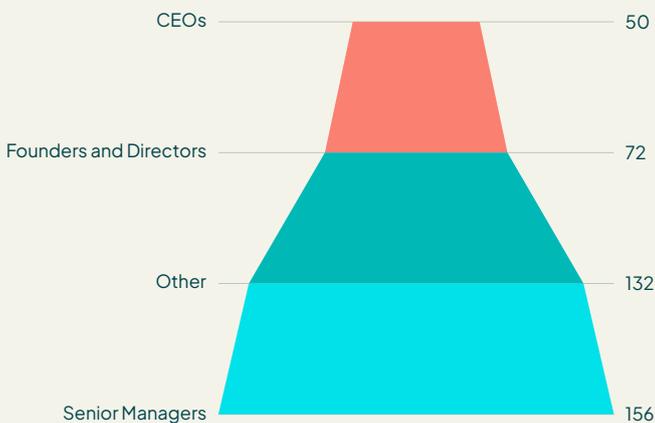
MUSIC CITIES CONVENTION IN DETAIL

PARTICIPATION FROM ACROSS THE GLOBE



94% OF SURVEY RESPONDENTS WOULD RECOMMEND THE EVENT TO A COLLEAGUE

WHO ATTENDED?

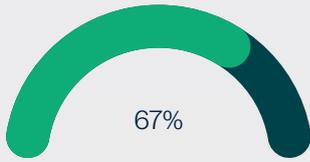


SELECTED ORGANISATIONS

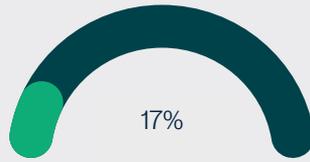


ECONOMIC IMPACT OF THE MUSIC CITIES CONVENTION

DELEGATION EXPERIENCE OF THE DESTINATION



Very Positive



Positive



Neutral

AVERAGE NUMBER OF DAYS SPENT BY DELEGATE

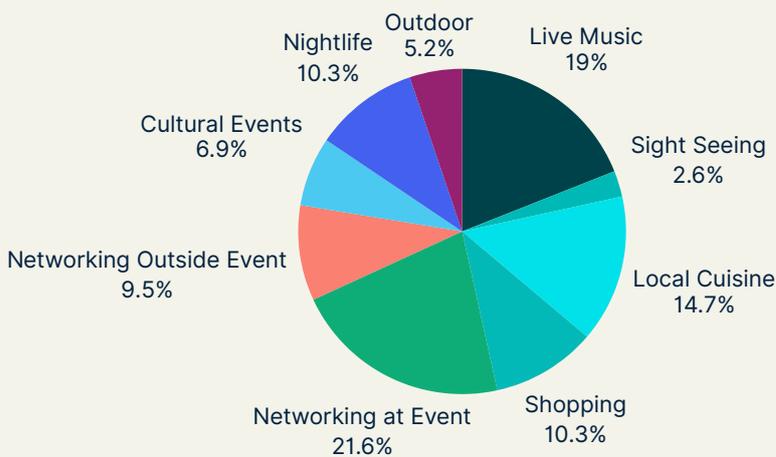
3.4 Days



AVERAGE EXPENDITURE PER OUT OF TOWN DELEGATE

\$1,140

WHAT DELEGATES GOT UP TO IN FAYETTEVILLE



MEDIA IMPACT OF THE MUSIC CITIES CONVENTION

Articles in Digital Publications

90+ articles

with a monthly average audience of

75M



350+

Posts on social media

A combined audience of

12 M Reach

MEDIA AND PRESS MENTIONS

LA VANGUARDIA

[BRAGA TV]

ESTADÃO 150

EL ESPECTADOR

TTW TRAVEL AND TOUR WORLD

IDEAL

JORNAL
OAMARENSE
& CADERNO DE TERRAS DE BOURO



LEIPZIGER VOLKSZEITUNG

#MusicCitiesEvents #MusicCitiesConvention MUSIC CITIES CONVENTION @musiccitiesevents musiccitiesevents.com

OUR SPEAKERS AND PANELLISTS



Alan Maia – Brazil

Founder, Agencia do Bem

Alejandra Gómez Quintero – Colombia

Director, BICHE Musical

Anthony Ball – AR, USA

Program Director, Music Moves Arkansas

Azucena Micó – Spain

Global Head of Projects and Research, Sound Diplomacy

Chingiz Batyrbekov – Kyrgyzstan

Co-Founder, Kolfest

Codie Gopher – AL, USA

Board Member, Huntsville Music Office

Daryl Raven – QLD, Australia

CEO, Queensland Music Festival

Dodie Stephens – NC, USA

Explore Asheville, VP Marketing

Isabel Diez Monedero – Spain

Accessibility Consultant, Fundación Music For All

Jeff Hessel – AB, Canada

Senior Vice President, Marketing & Destination Development, Tourism Calgary

Jett Glozier – UK

Global Head of Business Development, Sound Diplomacy

Joanna Bell – AR, USA

Director, Fayetteville Arts and Culture

Kath Wynne – Hague – UK

Head of Culture, Place and City Centre, City of Hull

Kei Hirohashi – Japan

Consultant, Jazzy Business Consulting

Kelsea McCrary – LA, USA

Chief Economic & Cultural Development Officer, City of Monroe

Ken Lythgoe – UK

Head of Business and Corporate Development, DAACI

Molly Rawn – AR, USA

Mayor, City of Fayetteville

Nur Atiqah Asri – NY, USA

Principal, Think Place Agency

Orson Weems – AR, USA

Executive Director, Music Education Initiative

Pablo Borchini – Mexico

Head of Marketing and Business Development, Sound Diplomacy Events and Education

Peter B. Lane – AR, USA

President, Walton Arts Center

Reid Wick – LA, USA

Director, Regional Advocacy & Member Engagement, Recording Academy

Councillor Rob Pritchard – UK

Portfolio Holder for Culture and Leisure, Hull City Council

Ruth Daniel – UK

CEO, In Place of War

Sabina Cheng – CA, USA

Studio Director, RIOS

Sharon Yazowski – CA, USA

President and CEO, Levitt Foundation

Stacey Ryan – MA, USA

President, School of Rock

Tina Archer – Cope – AR, USA

VP Sales, Experience Fayetteville



GREAT PEOPLE, GREAT INSIGHTS. WELL DONE AND ENJOYABLE ALL AROUND. IT ISN'T OFTEN I LEAVE A MUSIC CONFERENCE FEELING UPBEAT. I OFTEN FEEL FRUSTRATED. WITH MUSIC CITIES, I REALLY FELT IN THE RIGHT PLACE. WILL BE GOING TO CALGARY NEXT YEAR SO HOPE TO SEE MORE NEW FRIENDS THERE AS WELL"

Apryl Peredo

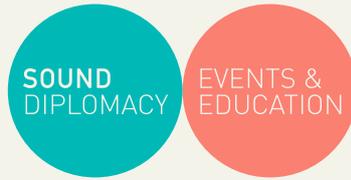
Artist Manager, Inter Idoru Artist Management
(Japan)





OUR PARTNERS

EXPERIENCE **FAYETTEVILLE**



THANK YOU



ALREADY ONE WEEK SINCE THE MUSIC CITIES CONVENTION IN FAYETTEVILLE.

WHAT I LIKED THE MOST ABOUT THIS EXPERIENCE WAS PEOPLE'S ATTITUDE: A PROFESSIONAL EVENT WHERE EVERYONE WAS LEARNING FROM ONE ANOTHER. I MET PROJECTS FROM DIFFERENT COUNTRIES, PROMOTERS, PRODUCERS, DJS...

THANKS TO THE ORGANIZERS —THEY HAD THOUGHT THROUGH EVERY SINGLE DETAIL"

Isabel Diez Monedero

Accessibility Consultant, Music For All
(Spain)

CONTACT US

Pablo Borchi

Head of Events & Partnerships, Sound
Diplomacy Events and Education

Email: pablo@sounddiplomacy.com
Tel: +52 1 551047 2171

www.musiccitiessounds.com

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