

SOUND DEVELOPMENT

BY SOUND DIPLOMACY

PRESENTED BY NEW YORK CITY MAYOR'S
OFFICE OF MEDIA AND ENTERTAINMENT

Exploring the intersection of music, tech, real estate, and economic development

On Thursday 1st June 2017,
New York City Mayor's Office
of Media and Entertainment,
NY is Music, Sound Diplomacy
and NYU Steinhardt
proudly presented **SOUND
DEVELOPMENT: NYC.**

Staged as the launch event for the inaugural New York Music Month, Sound Development: NYC was a full day conference that focused on a number of key topics - from the industry's contribution to the city's economy to music tech to making it in NYC to how real estate fits into the equation - offering critical insight from both New York and abroad.



Sound Development: NYC

350 REGISTERED	TWO PRESENTATIONS		
	5 PANELS	32 SPEAKERS	ONE DAY
	257 COMPANIES		



Sound Development was a day long event composed of a series of five 40-minute panels, two 20-minute presentations and one on-stage interview, all focusing on the intersection of music, tech, real estate, and economic development.

Discussions included topics such as:

- Economic Impact, Trends and Opportunities: Music in New York City
- Live Music: The Current Landscape
- Making it in NYC: How Creativity Thrives Against The Odds
- A Conversation with Alan Light & Maria Schneider
- Intersection: Music and NYC's Adjacent Industries
- NYC is Music Tech Capital of the World: No What?
- Music Venues: The London Story
- Breaking Ground: The Future of Live Music.

Speakers

Sound Development brought together the top New York, as well as international minds from private and public sectors. Leading experts from the music industry and live music field, to those in city planning and urban regeneration came together to discuss synergies between the industries.

Jem Aswad, Senior Music Editor, Variety
Nancy Biberman, Founder & President, WHEDCo
Everett Bradley,
Composer, The Meredith Vieira Show

Dhruv Chopra,
Co-Owner, PopGun Presents and Elsewhere

Michael Dorf, Founder & CEO, City Winery

Tino Gaglirdi, President & Executive Director,
Local 802-American Federation of Musicians

Shira Gans, Senior Director of Policy & Programs,
NYC Mayor's Office of Media & Entertainment

Camille Hackney, EVP of Brand Partnerships
& Commercial Licensing, Atlantic Records/Head
of Global Brand Partnerships Council, Warner
Music Group

Charlie Hellman, VP of Creator, Spotify

Cherie Hu,
Media & Entertainment Contributor, Forbes

Wes Jackson, President, Brooklyn Bodega &
Executive Director, The Brooklyn Hip Hop Festival

Justin Kalifowitz, CEO, Downtown Music Publishing
& Founder, NY is Music

Alice Kim, Chief Strategy & Development Officer,
ASCAP

Alan Light, Independent Music Professional,
Random House/Simon & Schuster/HarperCollins

Ben Lovett, CEO, Communion Music & Musician,
Mumford and Sons

Naomi McMahon,
Senior VP, Head of Strategic Marketing &
Partnerships, Universal Music Group & Brands

Julie Menin, Commissioner, NYC Mayor's Office of
Media and Entertainment

Jason Miller,
President - Music - New York, Live Nation

Prof. Larry Miller,
Director, Music Business Program NYU

Ann Mincieli, Owner, Jungle City Studios & Project
Manager, Alicia Keys

John D. Moore, Co-Founder & Co-President,
The Bowery Presents

Riggs Morales, Music Executive/Producer/Writer,
Atlantic Records

Regina Myer,
President, Downtown Brooklyn Partnership

Elizabeth Peterson-Gower, Founder & CEO, EPG

Josh Rabinowitz, EVP & Director of Music,
Townhouse/WPP

Benji Rogers, CEO & Co-Founder, dotBlockChain
Music, & Founder, Pledge Music

Maria Schneider, Musician

Carlo Scissura,
President & CEO, New York Building Congress

Paul M. Seres,
Managing Partner, Helios Hospitality Group

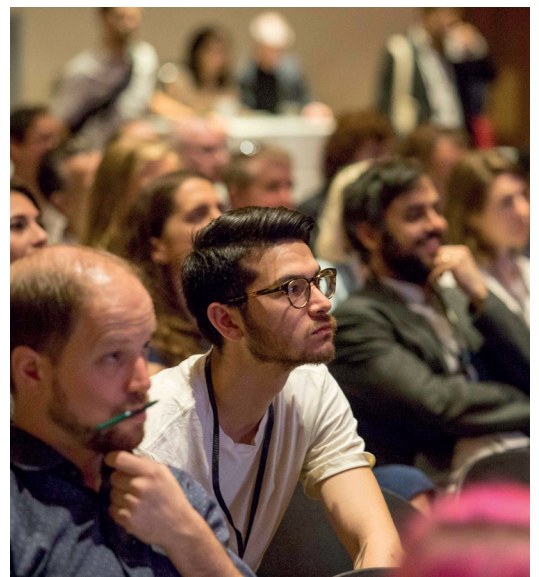
Paramdeep Singh,
Co-Founder & Executive Chairman, Saavn

Prof. Judy Tint, Entertainment Attorney/
Consultant/Musician, NYU Music Business Program

Beverley Whitrick,
Strategic Director, Music Venue Trust



The day in pictures



Delegates

JANE ABERNETHY
Director of A&R, 4AD

PAULA ABREU
Associate Director of
Programming, City Parks
Foundation / SummerStage

PAUL ADAMS New
Community Management

STEPHANIE ADWAR
Partner, Furgang &
Adwar, LLP

QUANA AGINA
Student, NYU

BLANCHE AKONCHONG
Artist and Label Relations
Intern, Spotify

KATHLEEN ALDER LONG
Director, WildKat PR

MICHELE AMAR Director,
French Music Export Office

DANIEL ANDERS
CEO/Founder, ClearTracks

KARA ANSTEY
Creative, Primary Wave
Entertainment

THEO ARONSON Head of
Creative, Communion Music

JEM ASWAD Senior Music
Editor, Variety

JOSE FRANCISCO AVILA
Managing Member,
Garifuna Afro Latino
Entertainment LLC

DANIEL BACCHIERI
Founder & Curator,
StreetMusicMap

BAYLEE BADAWY
Social Media/Web/Events
Coordinator, New Orleans
Jazz Museum

JONATHAN BAHR
VP of Music Publishing,
CD Baby

NATE BAKER
NY Tech Meetup

CHRIS BARNETT
Founder, R Train Records

LANDON BARTLEY
City Planner,
City of Grand Rapids

EBRU BASAKINCI
Managing Director,
Portal Rights Management

TYLER BATES General
Manager, Kings Theatre

RJ BATTERSHIELD
Owner, Telafriend

JOAN BELGRADE

CRISTINA BELLIDO
VP, Business Development,
West One Music Group

BORIS BERLIN
Music Producer/Engineer,
Metasonica

ERIC BERMAN
EVP, Public Affairs,
Universal Music Group

JIMMY BERRY
Student, NYU

ANNA BESSENDORF
Policy Analyst, MOME

NANCY BIBERMAN
Founder, WHEDCo

RUBÉN BLADES

FIONA BLOOM
Founder, The Bloom Effect

EVERETT BRADLEY
Singer, Writer &
Percussionist

BILL BRAGIN Executive
Artistic Director, The Arts
Center at NYU Abu Dhabi

ANTOINE BRAXTON
Senior Production Manager,
Tell-A-Vision Films

SHAKEEM BRIGGS-HALL
Production Assistant,
Brooklyn Bodega

SHANIEKA BROOKS Senior
Academic Advisor, NYU

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Executive Director,
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LLC

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Founder, Cords for Music

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JUDI FORD CEO, Telafriend

PHIL FRANDINA
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The Hornblow Group

AARON FRIEDMAN
Executive Director,
Make Music Alliance

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President & Executive
Director, Local 802 -
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CHARLIE HELLMAN
VP of Creator, Spotify

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REBECCA WELLER
Founder/Executive
Producer, Guitar Mash

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**Media &
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Julie Menin
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Music Cities Events www.musiccitiessd.com

 www.facebook.com/musiccitiessd

 www.twitter.com/MusicCitiesSD

 www.instagram.com/sound_diplomacy

Contact

If you would like to find out more about Sound Development and the rest of the Music Cities Events, then please send an email to luke@sounddiplomacy.com