



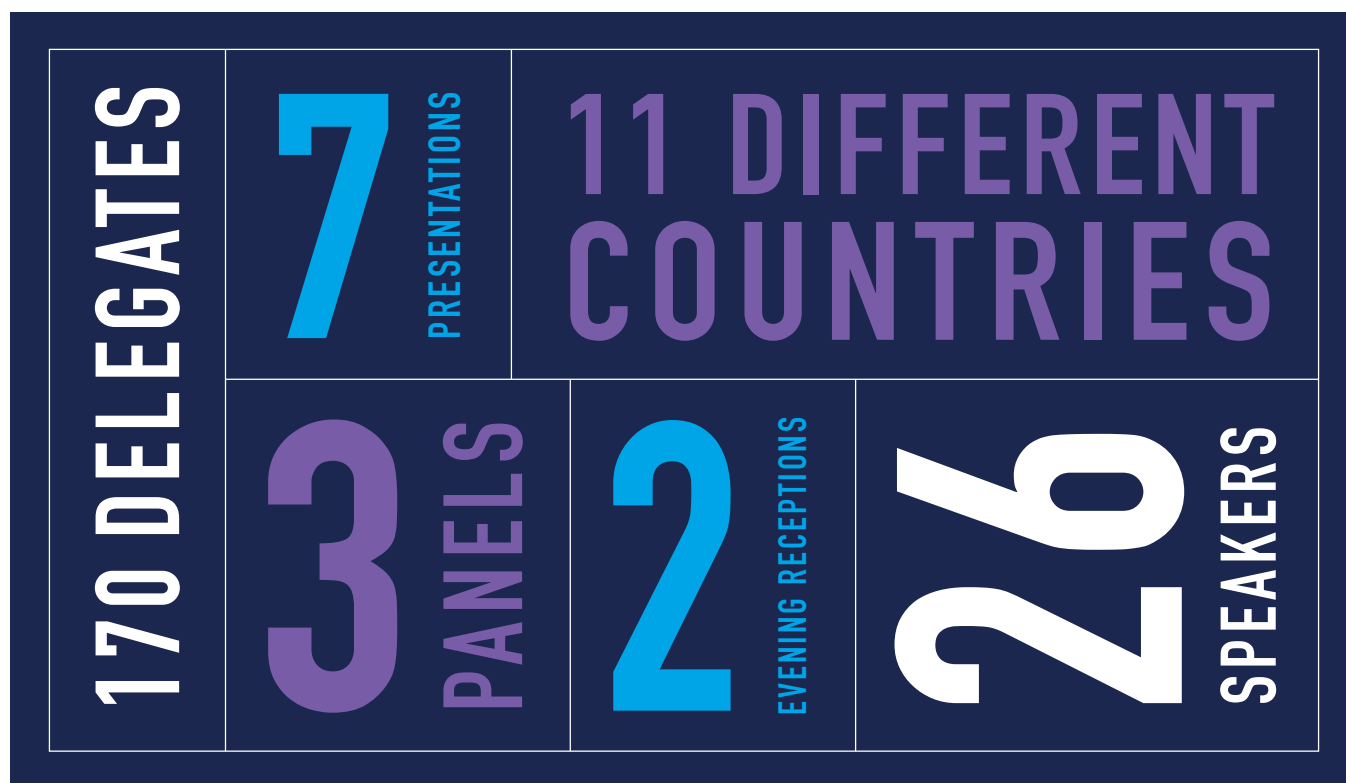
Music Tourism Convention is the world's most extensive conference bringing together the music and tourism sectors to explore how music impacts, benefits and improves tourism offers.

Sound Diplomacy, alongside Marketing Liverpool and Visit Britain, were proud to bring Music Tourism Convention back to Liverpool for its fourth global edition.

Held on September 5-6, the event featured panels, presentations, roundtables, live music and receptions across two days and saw 170+ delegates attend from all over the world.



Music Tourism Convention in Detail



The 4th global Music Tourism Convention started on September 5th with an opening reception held at The Museum of Liverpool, where attendees also got the chance to visit the John Lennon & Yoko Ono Double Fantasy exhibition.

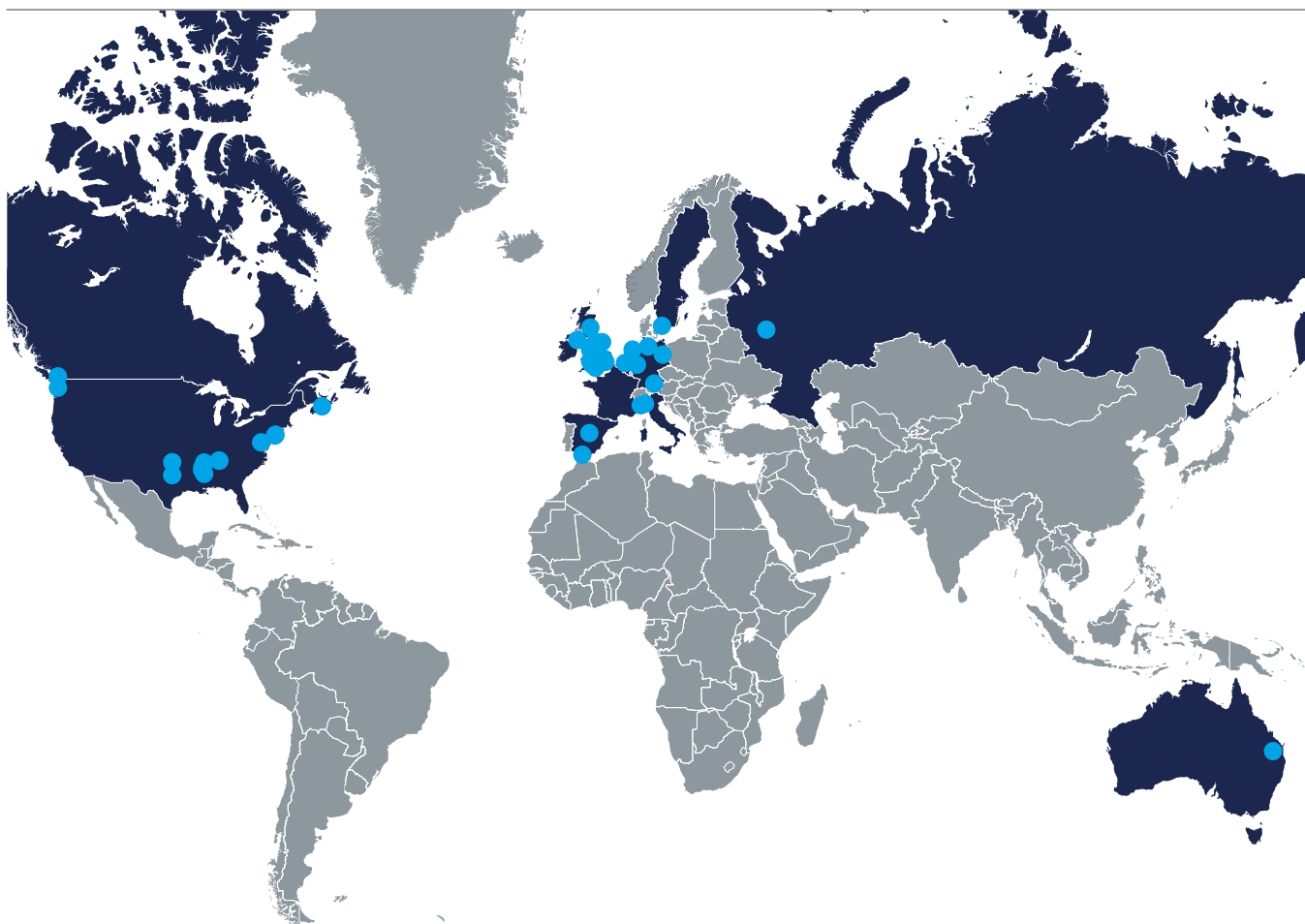
On September 6th, 170+ delegates met at the British Music Experience for a full day of talks, panels and presentations on the intersection between music and tourism.

The Convention ended with the unveiling of the first UK and third European Mississippi Blues Trail Marker and an evening reception with drinks, live music and the possibility to explore the unique exhibition at The British Music Experience.

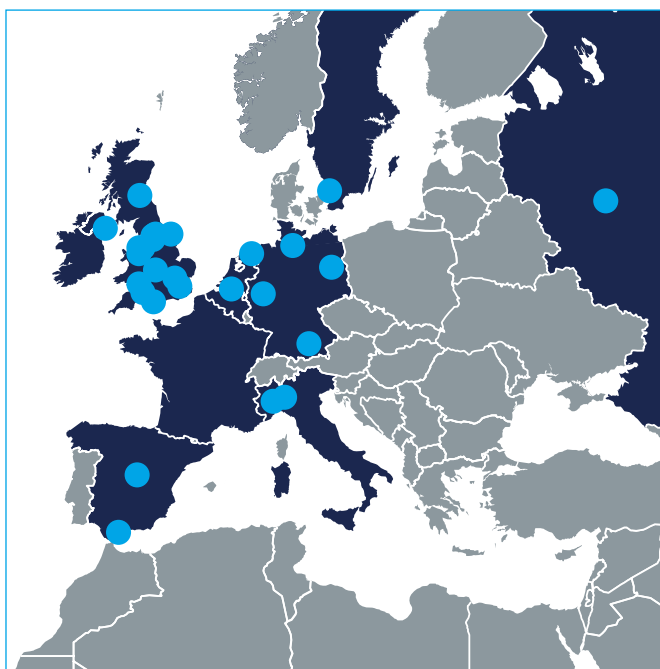
This edition's theme was "Value of Music on Tourism & Destination Marketing" and some of the topics we dealt with include:

- UK Music Tourism
- Venue Operators & The Need For Community Legacies
- Using Music To Divert Tourism
- U.S.A Music Tourism
- Collaborating With The Music Industry To Promote Tourism
- Increasing Collaboration Between The Music and Tourism Industries
- Importance of a Thriving Music Ecosystem
- Developing Heritage Tourism
- Festival Operators & The Need For Sustainable Legacies
- Better Harnessing Content Creators Around Music.

Cities & Countries Represented



Europe in focus



“

IT WAS MY FIRST TIME PARTICIPATING IN MUSIC TOURISM CONVENTION AND IT WAS A GREAT WAY TO CONNECT WITH OTHER PEOPLE, AS WELL AS BOTH LEARN ABOUT AND FORGE NEW PATHWAYS IN THE INTERSECTION OF MUSIC AND TOURISM.

Aaron Wodin-Schwartz, Vice President
Public Policy & Public Affairs, Brand USA (USA)

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Our Speakers & Panelists

Aaron Wodin-Schwartz, VP Public Policy and Public Affairs, Brand USA (USA)

Arfa Butt, Cultural Strategist, Sounds Like London Ambassador & Music Industry Leader (UK)

Brandt Wood, Co-Founder & Producer, Pilgrimage Music and Cultural Festival & Principle, WoodHouse (USA)

Brendan McGoran, Economic Development Officer (Creative & Digital), Belfast City Council



IT'S GREAT TO HEAR THAT
OTHER PEOPLE HAVE THE SAME
CHALLENGES AS WE HAVE AND
SHARE IDEAS AND SOLUTIONS.
SOMETIMES IT'S JUST A SMALL
IDEA OR SOLUTION, BUT IT REALLY
OPENS YOUR EYES.

Jeannette Varela Calabria, Project Manager,
Global Urban Holland Campaign & Country
Manager for Spain for the Netherlands Board of
Tourism and Conventions (Spain)

”

Charlie Rout, Senior Partnerships Manager, Creative Lead, Warner Music Group (UK)

Eileen Chapman, Director of the Bruce Springsteen Archives & Center for American Music (USA)

Jane Randall, Head of Visitor Economy, Marketing Manchester

Jayne White, Music Specialist, Memphis Tourism

Jeannette Varela Calabria, Project Manager, Global Urban Holland Campaign & Country Manager for Spain for the Netherlands Board of Tourism and Conventions (Spain)

Kamel King, Music Bureau Manager, Visit Mississippi

Kath Davies, Arts and Creative Development Manager, Kirklees Council (UK)

Katja Hermes, Head of Global Projects, Sound Diplomacy

Kenneth Womack, Ph.D., Dean, Wayne D. McMurray School of Humanities & Social Sciences / Professor of English, Monmouth University

Kevin McManus, Head of UNESCO City of Music, City of Liverpool

Liam Naughton, Founder, Kazimier Productions

Llio Angharad, Senior Marketing Manager, Welsh Government

Lucy Humphreys, Senior Brand Partnerships Manager, Global Universal Music Group & Brands

Mitch Whitten, Executive Vice President, Visit Fort Worth

Nora Will, Manager Market Development, Düsseldorf Tourism

Rowan Hoban, Founder, Wild Rumpus

Scott Humble, Head of Client Solutions, Lastminute.com

Steve Rotheram, Metro Mayor of Liverpool City Region

Thorsten Schaar, Senior Manager Public Relations, Düsseldorf Tourism

Tim Barnett, VP, Creative Director, EMEA VICE

Tim Holt, Head of Marketing, VisitBritain and VisitEngland

Delegates

Aaron Wodin-Schwartz, Vice President, Public Policy & Public Affairs, Brand USA

Adam Stimpson, Head of Sales, VICE+, VICE UK

Alexa Costa, Music Industry Student, Monmouth University

Alice Feltro, Events Coordinator, Sound Diplomacy

Andrew Stokes, England Director, VisitEngland

Ankeeta Ghosh, Graduate Trainee, KPMG

Arfa Butt, Music & Talent Director

Armand Llacer, Project Manager, MUSICAPROCV

Barney Stevenson, Artistic Director, Marsden Jazz Festival

Becky Nowell, Board Chairman, Grammy Museum MS

Benedicta Castillo, Songs Composer

Billy Nowell, Mayor, City of Cleveland

Birgit Bachmeier, Founder, subTOURING

Bob Jameson, President and CEO, Visit Fort Worth

Brandt Wood, Co-Founder, Pilgrimage Music Festival

Brendan McGoran, Creative Digital Industries Officer, Belfast City Council

Carl Hunter, Creative Director, The Label Recordings

Cath Hurley, Artist Manager/ Director/Lecturer, Mostdeffo/ Lipa/Liverpool City Region Music Board

Cecelia Adjei, Brand Partnerships Manager, VisitBritain

Charlie Rout, Creative Lead, Warner Music

Charlotte Chow, Project Manager, SoundCity

Christopher Brown, Director, Marketing Liverpool

Craig Ray, Director of Mississippi Tourism, Mississippi Development Authority

Craig Pennington, Director, Bido Lito!

Dana Johnston, Getaway Guru

David Mora, PhD student, Universidad Rey Juan Carlos

David Nicholson, Director, Memphis & Mississippi

David Bruce Cherry, Marketing Consultant, Access All Areas GB

Dean Freeman, Director, Dean Freeman Creative/ Long Division Music Festival

Diane Glover, Marketing Manager, The Beatles Story

Eileen Beard, Associate, P & E Associates

Eileen Chapman, Director, Bruce Springsteen Archives & Center for Monmouth University

Emma Wilkinson, Senior Brand and Customer Marketing Manager, VisitBritain

Eric Allen, Director, The Manual

Faye Tanner, Commercial Partnership Manager, Cardiff Council

Francesco Cetraro, CEO, GigsGuide

Friederike Hansen, Product Manager, Messe Berlin/ITB Berlin

Gemma Swain, Bid & Research Executive, ACC Liverpool

Ginette Goulston-Lincoln, Travel Trade Consultant, Strawberry Field

Graham Whitehead, Project Manager, Wakefield Cultural Consortium

Greg Dickinson, Digital Content Producer, The Telegraph

Hannah Parr, Events Sales Executive, Hosted By National Museums Liverpool

Heather Hendren, Partner, Lofthouse Enterprises

Heidi Faber, Music Industry Student, Monmouth University

Helen Thackeray, Events Manager, Hull City Council

Hilary Farmery, Marketing and Communications Manager, Visit Leeds

Holger Wilke, Project Manager, MB Capital Services/ITB Berlin

Humberto Benavente, Marketing Project Manager, Netherlands Board of Tourism and Conventions

Iain Bennett, Associate Director, BOP Consulting

Jack Abraham, Founder, Kansas Smitty's

Jackson Daly, Sponsorship Manager, Sound City

James Bailey, Account Director, MDSG

James Wood, Marketing Campaign Manager, Marketing Liverpool

Jan Morris, Sales Manager, Hard Days Night Hotel

Jane Evenko, Music Journalist, The Executive Directorate WUK

Jane Randall, Head of Visitor Economy, Marketing Manchester

Janet Morris, Sales Manager, Hard Days Night Hotel

Janet Uttley, Interim Head of England Partner Engagement, VisitEngland

Jasper Kuylen, Editor-in-Chief, This is Antwerp

Jayne Ellen White, Music Specialist, Memphis Tourism

Jean Mikle, Journalist/Tour Guide, Rock & Roll Tour of the Jersey Shore

Jeannette Varela, Project Manager Urban Holland, NBTC Holland Marketing

Jen Caine, Marketing Manager, Culture Liverpool, Liverpool City Council

Jess Cavendish, Digital Manager, Marketing Liverpool

Jessica Mason, Centre Administrator, Strawberry Field with Salvation Army

Jo Whitty, Director, Sound City+

Jo Wright, Chair, Sound City (Liverpool)

Joann Kushner, Producer, Screenlife

Joe Keggins, PR & Communications Manager, Marketing Liverpool

Joe Rapolla, Music Industry Coordinator, Monmouth University

Johannes Everke, Director Marketing Services, Hamburg Marketing

Jon Foulger, Project Co-ordinator, Music:Leeds

Justine Peacock, Company Director, Prestige Support

Kamel King, Music, Cultural & Trails Tourism Bureau Manager, Visit Mississippi

Karen Boardman, Music Relationship Manager, Arts Council

Kath Davies, Creative Economy Team, Kirklees Council

Katja Hermes, Head of Projects & Director of German Office, Sound Diplomacy

Kayla Hain, Senior Manager Business Development & Operations, Sound Diplomacy

Kelli Carr, Tourism Director, Visit Cleveland Mississippi

Kenneth Womack, Dean, Humanities & Social Sciences, Monmouth University

Kevin Harris, Founder, MDSG

Delegates

Kevin Kane, President/
CEO, Memphis Tourism

Kevin McManus,
Head of UNESCO City of
Music, Culture Liverpool

Kinchen O'Keefe,
Executive Director of
Tourism, Visit Clarksdale

Laura Johansen,
Cultural Development
Manager, Cultural
Destinations Calderdale

Leonieke Bolderman,
Assistant Professor, Tourism
Geography and Planning,
University of Groningen

Lesley Theodorus,
Public Fundraiser, Strawberry
Field with Salvation Army

Lisa Meyer, Artistic Director/
CEO, Capsule

Llio Angharad,
Senior Marketing Manager,
Welsh Government

Louise Lanigan, Principal
Resources & Programmes
Officer – Culture, Manchester
City Council

Lucy Humphreys,
Senior Brand Partnerships
Manager, Universal Music
Group & Brands

Luke Jones, Events Manager,
Sound Diplomacy

Mal Campbell, Musician &
Owner, Trades Club

Marialuisa Rovetta, Co-
Founder & Communication
Manager, Butik

Marina Blore,
Director and Executive
Producer, Fit The Bill

Marina Orti,
Brand Partnerships Manager,
Universal Music Group &
Brands

Marion Leonard,
Senior Lecturer,
University of Liverpool

Mark Rodriguez,
Music Industry Student,
Monmouth University

Martin King, Senior Manager,
The Beatles Story

Martin Elbourne,
Glastonbury/
Music Cities Convention

Martin Blore,
Director and Executive
Producer, Fit The Bill

Mary Chadwick, General
Manager Commercial,
The Beatles Story

Max Adolf,
Music Industry Student,
Monmouth University

Michael Eakin,
Chief Executive,
Royal Liverpool Philharmonic

Michael Gordon, Professor,
University of British Columbia

Mitch Whitten, Executive
Vice President for Marketing
& Strategy, Visit Fort Worth

Neal Thompson,
Co-Founder, FOCUS Wales

Nick Hammond,
Media Director, MDSG

Nicola Shipley, Project
Manager, Home of Metal

Nina Roberts, Commercial
Manager, Culture Liverpool

Nora Will, Manager Market
Development, Düsseldorf
Tourismus GmbH

Olaf Furniss,
Founder/Managing Director,
Music Tourist

Ole Friedrich,
Managing Director,
Düsseldorf Tourismus

Paul Parry, Manager,
Magical Beatles Museum

Paul Gallagher,
Deputy Director –
Museum of Liverpool,
National Museums Liverpool

Paul Beaumont,
Director, Greatdays
Travel Group/Manchester
Sightseeing Tours

Paula Simo, Project
Coordinator, MUSICAPROCV

Peter Smith,
Head of Marketing,
Marketing Liverpool

Peter Guy,
Editor, Getintothis

Phil Beard,
Associate, P & E Associates

Rajiv Strauss,
Cultural Policy Advisor,
City of Duesseldorf,
Mayor's Office

Roag Best,
Managing Director,
Magical Beatles Museum

Rob Hain,
Chairman, Sound Diplomacy

Ronan Francis, Marketing
Manager, VisitBritain

Rosanne Benbow,
Sponsor Fulfilment Manager,
Sound City

Rowan Hoban,
Director, Wild Rumpus

Ruth Cayford, Creative
Industries and Culture
Manager, Cardiff Council

Salla Virman,
Senior Relationship Manager,
Arts Council England

Sam Woods, VO –
Commercial, Boiler Room

Sam Martin, Marketing
Manager, Culture Liverpool

Sam O'Brien, Marketing
Assistant, Marketing Liverpool

Samuel Whiskas,
Director, Music:Leeds

Sara Wajciehowski,
Music Industry Student,
Monmouth University

Sarah Bird,
Director, Wild Rumpus

Sarah Anderson,
GREAT Britain Campaign

Sarah Lovell, Lead Officer –
Culture, Liverpool City Region
Combined Authority

Sarah Jones, Programme
Manager, FOCUS Wales

Sarah Jayne Brown,
Commercial Events officer,
Wales Millennium Centre

Scott Humble, Head of Client
Solutions, TravelPeople

Scott Booker,
Manager, The Flaming Lips
& CEO, ACM Oklahoma

Shain Shapiro, Founder &
CEO, Sound Diplomacy

Sheralyn Bonner,
Consultant, Bonner & Hindley

Simon Wheale, UK
Representative, Spin180 BV

Sophie Shields,
Digital Marketing Assistant,
Marketing Liverpool

Stan Soocher, Professor,
Music & Entertainment
Industry Studies, University
of Colorado Denver

Stefan Ramsthaller,
Founder, subTOURING

Steve Rotheram, Metro
Mayor, Liverpool City Region

Steve Azar,
Music & Culture Ambassador
Of Mississippi, Visit
Mississippi/Ride Records

Susie Bowers, Media Liaison
Manager, Visit Bristol

Suzanne Watson,
Business Development
Manager, Marketing Liverpool

Terry Smith, CEO,
Destination Cape Breton

Thorsten Schaar, Senior
Manager Public Relations,
Düsseldorf Tourismus

Tim Barnett,
VP, Creative Director, VICE

Tim Holt, Head of Marketing,
VisitBritain & VisitEngland

Tom Clough, Partnerships
Manager, Landmrk

Tom Nield,
Co-Founder, Landmrk

Valerie Brown,
CEO, Flat 2

Yaw Owusu,
Executive Manager,
The Playmaker Group

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Early Bird tickets on sale now at:
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Get in touch!

Please feel free to get in touch with us regarding any Music Tourism inquiries.

Luke Jones, Events & Marketing Manager

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Tel: +44 207 613 4271



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MUSIC TOURISM CONVENTION HAS BEEN A GAME CHANGER FOR MUSIC TOURISM IN DÜSSELDORF. WE WERE VERY HONOURED TO BE PART OF THE EVENT LAST YEAR AND IT'S BEEN VERY INTERESTING FOR US TO RETURN AND HEAR ALL THE GREAT PRACTICAL EXAMPLES THAT PEOPLE TALKED ABOUT TODAY.

Nora Will, Manager Market Development,
#VisitDuesseldorf (Germany)

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