

MUSIC



CITIES

CONVENTION

BY SOUND DIPLOMACY

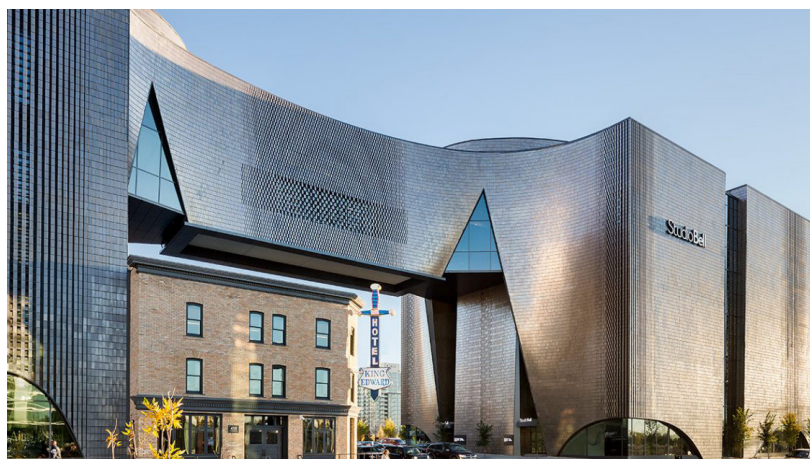
10-11 FEBRUARY 2022

CALGARY & EDMONTON  
ALBERTA, CANADA

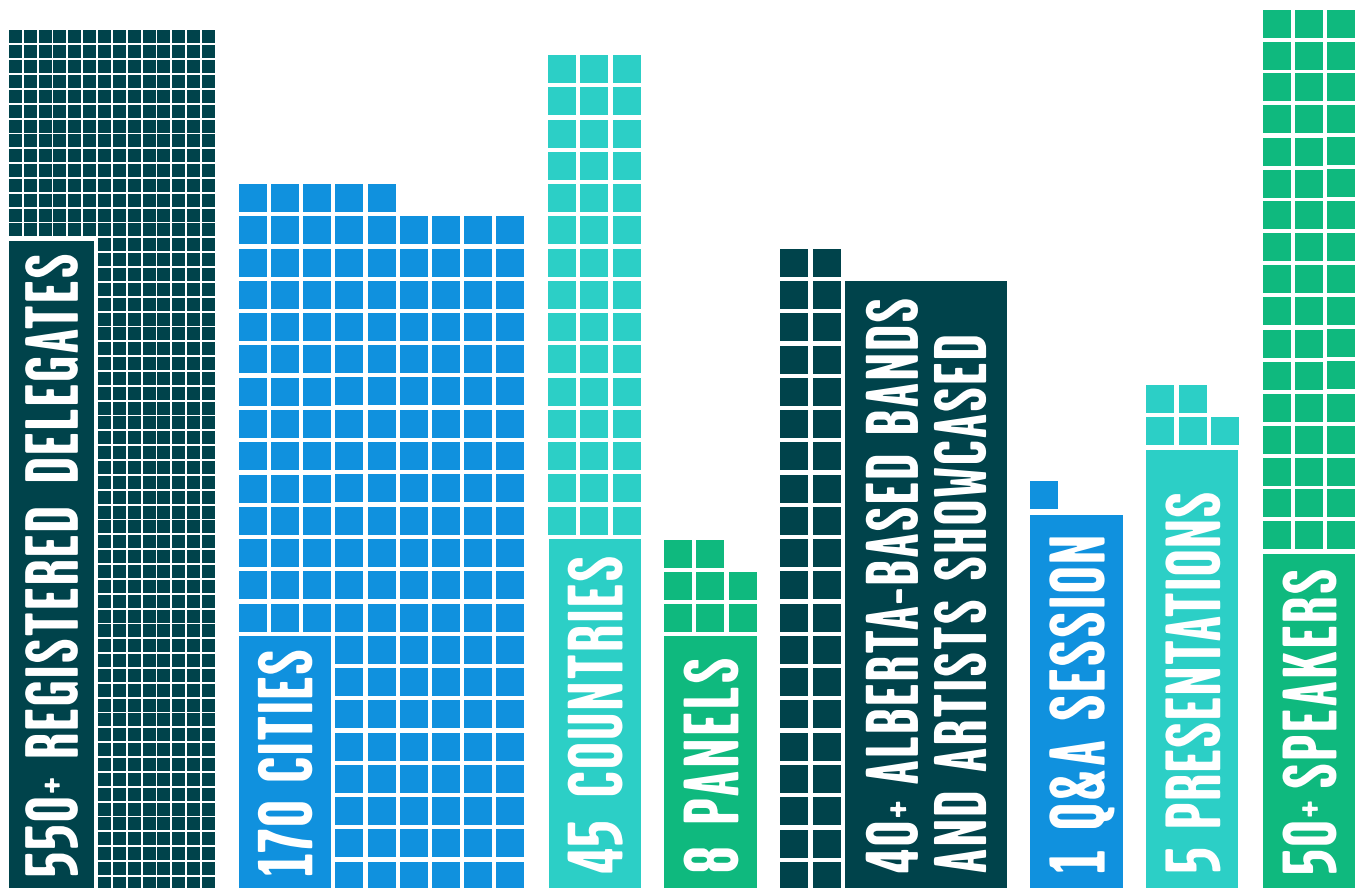
EVENT REPORT

**Music Cities Convention is the biggest global event exploring the use and importance of music in the development of cities all around the world. Music Cities Events, West Anthem, National Music Centre and Alberta Music were proud to present the tenth global and first Canadian edition of Music Cities Convention.**

Held on February 10-11, the virtual edition was streamed worldwide from the cities of Calgary and Edmonton. The event included 50+ speakers joining remotely from 14+ countries in six continents, and 550+ registered delegates attending virtually from all around the world.



# MUSIC CITIES CONVENTION IN DETAIL:



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# SCALING UP MUSIC CITIES: CULTIVATING THE FUTURE OF ALBERTA

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Despite the Omicron variant of Covid-19 disrupting the original plan of hosting this edition as a hybrid event combining in person activities and online streaming, the fully-virtual event created new and exciting opportunities, allowing a much wider audience to connect, as well as making the session recordings available for consultation even after the event ended.

The 10th global and first Canadian edition of the Music Cities Convention started on February 10th with the Official Welcome, featuring blessings from Treaty 7 Elder Weasel Traveller and remarks from the Mayors of Calgary and Edmonton, as well as Alberta's Minister of Culture, Ron Orr.

People from all continents tuned into the live stream, including representatives from Singapore, Cuba, Dominica, Gabon, New Zealand, Alaska, Czech Republic and United Arab Emirates amongst many more.

With the Masters of Ceremonies and local speakers present on-site, delegates were virtually transported to and immersed in the two main event venues, Studio Bell in Calgary, and the Encore Studio in Edmonton.

In addition to panels and presentations, 40+ local artists and bands were showcased during allocated slots across the two days.

The smoothness of the platform and the fluidity of the live stream allowed for great interaction amongst the delegates, who posted more than 348 messages and made a total of 1,219 interactions. The event was in some instances also used as a training course for team members, who created group discussions and used the content of the event to brainstorm ideas and solutions.



**I DO MISS RUNNING AROUND FROM VENUE TO VENUE TO TRY TO CATCH AS MANY ACTS AS POSSIBLE IN ONE EVENING. BUT THIS IS GREAT – A MULTI ARTIST SHOWCASE OVER LUNCH IN THE COMFORT OF MY OFFICE.**

Producer, Brass Monkey Productions, Canada





# SCALING UP MUSIC CITIES: CULTIVATING THE FUTURE OF ALBERTA

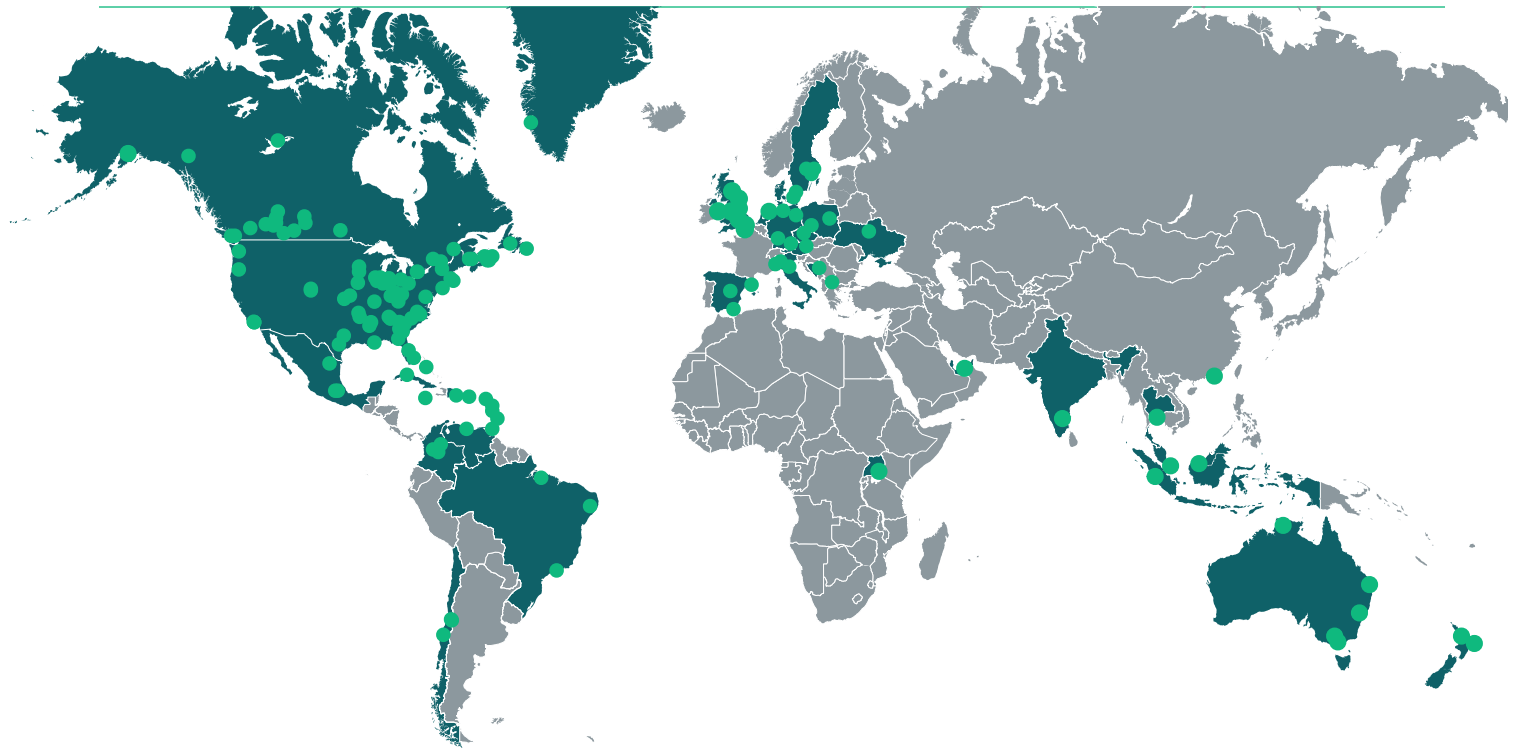


Thanks to a special partnership with the winter festivals Chinook Blast and Silver Skate, Calgary and Edmonton based delegates were also offered the unique opportunity to meet in-person safely and in an outdoor setting. On February 10th, delegates headed to the Olympic Plaza in Calgary for Chinook Blast, and the following night, they were invited to Hawrelak Park for the Silver Skate Festival. Both nights included live music, hot drinks, fireworks and light and art displays.

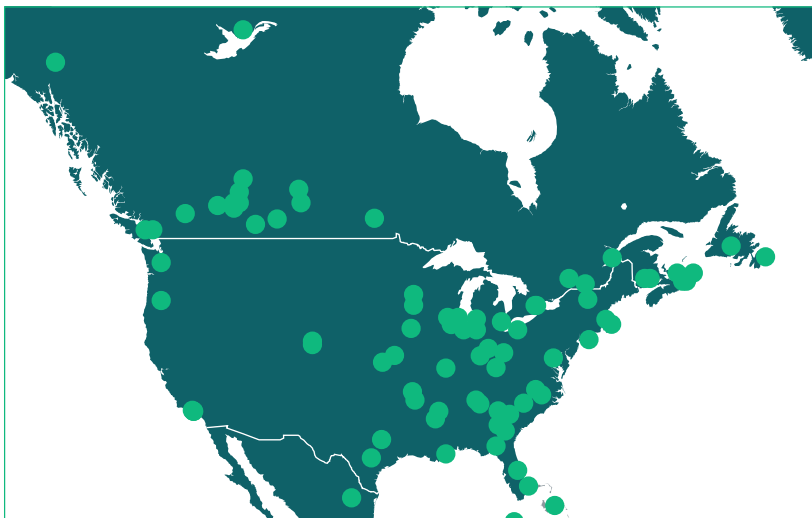
The theme for the 10th global edition of Music Cities Convention was “Scaling Up Music Cities: Cultivating the Future of Alberta”, and the topics discussed include:

- The role that the creative industries can play as a new driver for economic development in cities.
- How indigenous music and musicians can be supported, showcased and promoted around the world.
- How Calgary’s Music Mile is contributing to the city’s vibrancy and social tissue.
- The meaning of experiential hospitality and its importance for a music city.
- How governments can advocate for a robust intellectual property infrastructure and fair pay for musicians.
- How to develop a “support system” for the work of artists in a city.
- The role music can play in spreading awareness and acceptance of mental health conditions impacting society.
- Lessons to create safe and inviting spaces for younger people to participate in creating or experiencing music.
- The challenges and opportunities of successful winter cities.
- Location-based, digital music museums and their role in driving tourists to the city.
- Elements to create fully accessible and inclusive events.
- The benefits of investing in music & tech.
- Night-time economy strategies.
- Music’s economic impact in cities.

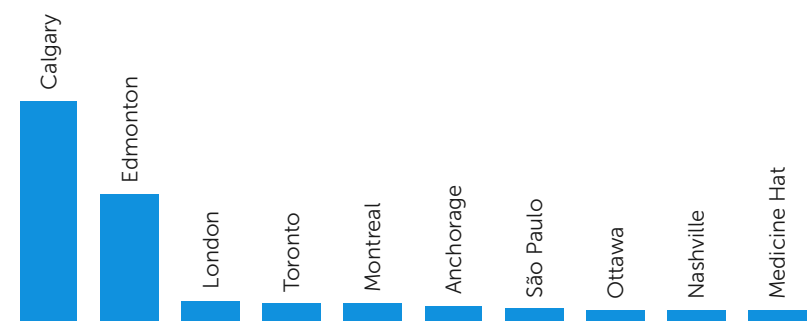
# CITIES AND COUNTRIES REPRESENTED



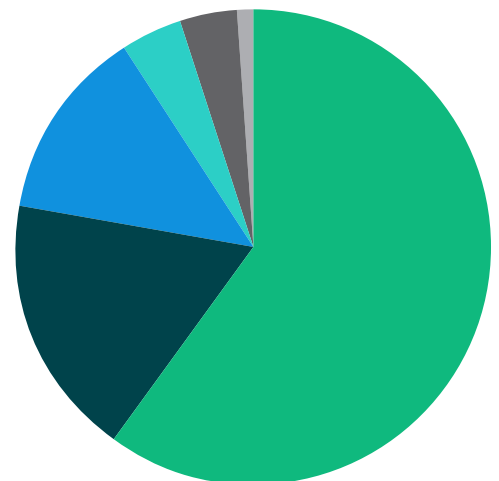
Canada & USA in focus



Top 10 Cities



Representation by Continent



- 60%** Canada & USA
- 18%** Europe
- 13%** Central & South America and The Caribbean
- 4%** Asia
- 4%** Australia and New Zealand
- 1%** Africa

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## KEY TAKEAWAYS

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**WE NEED TO HAVE MORE CONVERSATIONS THAT SHOW THAT THE RETURN OF INVESTMENT [IN LIVE MUSIC SPACES FOR THE YOUTH] CAN GO BEYOND ECONOMIC RETURN AND YOUNG PEOPLE ARE REALLY GOOD AT DOING THAT. THAT'S WHY THEY SHOULD BE IN THE DRIVING SEAT.**

Ricky Graboski, Executive Director, The Vera Project (USA)

PANEL 4: All Age Venues: Increasing Safety While Easing Permitting

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**THERE ARE TWO THINGS THAT YOU NEED TO CREATE A MUSIC CITY, INFRASTRUCTURE AND KNOWLEDGE. YOU NEED INFRASTRUCTURE FOR PEOPLE TO DEVELOP THEIR GREAT IDEAS. BUT YOU ALSO NEED PEOPLE WITH EXPERIENCE TO TEACH AND EXCHANGE IDEAS WITH THE UP AND COMING GENERATION OF ENTREPRENEURS.**

Marc Brown, Founder, Byta (Canada)

PANEL 7: Tech, Startups And Entrepreneurship: The Next Step For Music Cities?

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**MUSIC CITIES ARE AN IMPORTANT CONVERSATION BECAUSE THEY HELP BUILD THAT STRUCTURE TO GIVE THE ARTISTS THE TEAM THEY NEED.**

Erin Benjamin, President & CEO,  
Canadian Live Music Association (Canada)

PANEL 3: Beyond Artists: Developing Your  
Music Industry's Support System

**THIS IS A GREAT WAY TO INTRODUCE CULTURAL CONTENT TO USERS, AND MAKE THEM SUPPORT ARTISTS WHOSE MUSIC ARE DISCOVERING.**

Ben Price, Project Lead, Crack Magazine (UK)

PRESENTATION 4: Everything Is Music:  
A Location-Based Digital Museum To  
Promote A City's Music Scene

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**MOST PEOPLE THAT PLAY INDIGENOUS MUSIC DON'T HAVE RECORD LABELS SO THERE SHOULD BE A GOVERNMENTAL POLICY TO FUND EFFORTS TO HAVE INDIGENOUS MUSIC RECORDED AND DISTRIBUTED.**

Diana Hopeson, CEO, Ghana Music Publishing (Ghana)

PANEL 2: Supporting, Showcasing And  
Exporting Indigenous Music To Promote  
The Overall Music Ecosystem

**MY JOB IS TO HELP PROVIDE A PLATFORM FOR ARTISTS, CREATIVES AND COMMUNITIES TO TELL THEIR STORIES.**

Michael Rodrigues, 24 Hour Economy  
Commissioner, Investment NSW (Australia)

PRESENTATION 5: How To Create  
A 24-Hour Economy Plan

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# OUR SPEAKERS AND PANELLISTS

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**Abby Kurin**, Executive Director,  
Tulsa Office of Film, Music, Art & Culture (USA)

**Amanda Burgener**, Co-Founder,  
Curbside Concerts (Canada)

**Amarjeet Sohi**, Mayor, City of Edmonton (Canada)

**Amy Bishop**, Musician & Songwriter (Canada)

**Amy Woodhouse**, Head of Policy, Projects and  
Participation, Children in Scotland (UK)

**Andrew Mosker**, Chair, West Anthem (Canada)

**Anna Blaiçh**, Project Management Cultural  
Innovation, Next Mannheim (Germany)

**Anna Rut Bjarnadottir**, Project Manager,  
Reykjavík Music City (Iceland)

**Ashley Bieniarz**, Indigenous Music Development  
Coordinator, Manitoba Music (Canada)

**Ben Price**, Project Lead, Crack Magazine (UK)

**Brad Bradford**, City Councillor, Ward 19,  
Beaches-East York, City of Toronto (Canada)

**Christine Rogerson**, Executive Director (interim),  
Alberta Music (Canada)

**Diana Hopeson**, CEO, Ghana Music Publishing (Ghana)

**Eileen Chai**, Co-Founder, 3am Music Collective  
& Strings For Kindness (Singapore)

**Erin Benjamin**, President & CEO,  
Canadian Live Music Association (Canada)

**Felix Barros**, CEO, Fanear / Evento Medido &  
President, Music Tech Association Chile (Chile)

**Grace McCallum**, Founder, STHLM Music City (Sweden)

**Haley Hatchell**, Director of Small Business and Growth  
Initiatives, Nashville Area Chamber of Commerce (USA)

**Jacob Adams**, Head of Research and  
Campaigns, Attitude is Everything (UK)

**Jonas Nilsson**, Festival Director,  
Nuuk Nordisk Kulturfestival (Greenland)

**Jyoti Gondek**, Mayor, City of Calgary (Canada)

**Kaley Beisigel**, Lead Consultant,  
West Anthem Committee (Canada)

**Kate Duncan**, CEO, The Push (Australia)

**Kerry Clarke**, Artistic Director, Block Heater (Canada)

**Luke Azevedo**, Vice President, Creative Industries,  
Operations & Film Commissioner,  
Calgary Economic Development (Canada)

**Martin Elbourne**, Co-Founder of Music Cities  
Convention, Co-Founder of the Great Escape Festival  
& Senior Advisor at Glastonbury Festival (UK)

**Marc Brown**, Founder, Byta (Canada)

**Marie von der Heydt**, Senior Policy Officer,  
Senate Department for Culture and Europe (Germany)



**Maud Salvi**, Executive Director,  
Sled Island Music & Arts Festival (Canada)

**Maurizio Vitale**, Co-Founder, Movement Entertainment  
& President, Turin Tourism Board (Italy)

**Michael Rodrigues**, 24 Hour Economy  
Commissioner, Investment NSW (Australia)

**Naomi Pohl**, Deputy General Secretary,  
Musicians' Union (UK)

**Nicolás Montero**, Secretary of Culture,  
City of Bogota (Colombia)

**Patti Pon**, CEO, Calgary Arts Development (Canada)

**Rebecca O'Brien**,  
Executive Director, Inglewood BIA (Canada)

**Ricky Graboski**,  
Executive Director, The Vera Project (USA)

**Robert Lavia**, CEO, UMUSIC Hotels (USA)

**Rob Hain**, CEO, Sound Diplomacy (Canada)

**Ron Orr**, Minister of Culture,  
The Province of Alberta (Canada)

**Roula David**, Vice President,  
1XRUN & Owner, Spot Lite (USA)

**Shain Shapiro**, Executive Director of  
Center for Music Ecosystems & Founder  
and Chairman of Sound Diplomacy (UK)

**Sirasar Boonma**, Founder, Hear & Found (Thailand)

**Steve Wood**, Grammy Nominated Leader  
& Founder of Northern Cree (Canada)

**Terry Rock**, President & CEO, Platform Calgary (Canada)

**Thom Mahler**, Director, Downtown Strategy,  
City of Calgary (Canada)

**Tobba Andersson**, Project Manager,  
Zorch Productions (Sweden)

**Vel Omazic**, Co-Founder & Executive Director,  
Canada's Music Incubator (Canada)

**Yngvil Vatn Guttu**, Executive Director  
at Northern Culture Exchange (USA)



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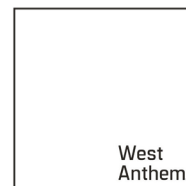
## EVENT PARTNERS

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A huge thanks to all the organisations that made the Alberta Music Cities Convention possible!

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### PRESENTING PARTNERS



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### NAMING SPONSOR



### PROGRAMME SPONSORS



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### SUPPORTING PARTNERS





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## DELEGATES INCLUDED:

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Acting Director of Culture,  
Ministry of Youth, Sports  
and Culture Bahamas

**Administrative Director  
& Producer of Arts in the  
Park, Music Yukon**

Advisory, Executive Office,  
Department of Culture  
and Tourism Abu Dhabi

**Arts Programmer,  
Auckland Council**

Assistant Director, Dallas  
Film & Creative Industries  
Office / VisitDallas

**Assistant Director,  
Downtown Development  
Board / Community  
Redevelopment Agency,  
City of Orlando**

Assistant Director,  
Sector Development  
(Music), Singapore  
National Arts Council

**Atlanta Music Project  
Academy Program  
Coordinator, Atlanta  
Music Project**

Board Director,  
Song/Music Sector,  
Regroupement  
Artistique Francophone  
de l'Alberta (RAFA)

**Business Development  
Lead, PopArabia**

Central Okanagan Music  
Strategy, Creative Okanagan

**Chairman, MusicTT of  
Trinidad & Tobago**

Chairman, Turismo  
Torino e Provincia

**Chief Cultural Officer,  
Ministry of Sports Culture &  
Community Development  
Dominica**

Co-director,  
Chile-Asia Connect

**Coordinadora Fomento  
Creativo, Municipalidad  
de Valparaiso**

Creative Partnerships  
Lead, Auckland Council

**Cultural Attaché,  
French Embassy**

Cultural Industries Advisor,  
City of Montreal

**Cultural Industries  
Development Officer /  
Agente de développement,  
Industries culturelles, City  
of Ottawa / Ville d'Ottawa**

Cultural Planner, Tweed  
Shire Council

**Culture & Events Support  
Administrator, Halifax  
Regional Municipality**

Culture and Tourism  
Development Officer,  
Town of Stony Plain

**Digital and Partnerships  
Director, MUTEK**

Director, Department  
of Youth and Culture,  
Government of Anguilla

**Director, Sim São Paulo**

Director of Arts and  
Culture, City of Detroit

**Director of Business  
Services, Athens Downtown  
Development Authority**

Director of Communications  
& Marketing, Visit Bentonville

**Director of Creative  
Ecosystems, CACHE (Creative  
Arkansas Community  
Hub & Exchange)**

Director of Projects,  
Ayacucho Symphony  
Orchestra (Sinfónica  
Ayacucho, Venezuela)

**Economic Analyst,  
Invest Puerto Rico**

Economic Development  
Advisor, CDÉA

**Economic Development  
Officer & Strategic  
Operations Coordinator,  
Town of Didsbury**

Executive Director, Council  
on Culture & Arts (COCA)

**Executive Director, Les  
Scènes de Musique  
Alternatives du Québec  
(Les SMAQ)**

Executive Director, Manitoba  
Band Association

**Executive Director, Music BC**

Executive Director,  
Music Nova Scotia

**Executive Director, MusicNT**

Executive Director,  
Visit Bloomington &  
Bloomington Music Expo

**Export Manager, Emilia  
Romagna Music Commission**

Head of Music, Kulturværftet

**Heritage Commissioner,  
City of Vancouver**

Jessica L'Heureux, Program  
Manager, Alberta Music

**Manager, Calgary Region,  
Regional Economic  
Development Services,  
Alberta Jobs, Economy  
and Innovation**

Manager, Tuzla Live  
Association

**Manager of Urban and  
Long-Range Planning,  
City of Huntsville**

Manager Visitor Economy,  
Tamworth Regional Council

**Managing Director, Hamburg  
Music Business Association**

Managing Director,  
Melbourne Symphony  
Orchestra

**Marketing and Cluster  
Development, The Regional  
Municipality of Durham**

Marketing and  
Communications Manager,  
Visit Fort Wayne

**Member Services and  
Operations Coordinator,  
Les Scènes de Musique  
Alternatives du Québec  
(Les SMAQ)**

Music and Traditional Arts  
Development Officer, The Arts  
Council of Northern Ireland

**Music Consultant,  
Serbia Creates**

Night Mayor, City  
of Groningen

**Night-time Economy  
Manager, City of Orlando**

Permanent Secretary,  
Ministry of Sports  
Culture & Community  
Development, Dominica

**Planning and Development  
Strategist, City of Calgary**

**President, Canada  
Music Group**

President, JazzBoston

**President/CEO, Greater  
New Orleans, Inc.**

President & CEO,  
Arts Commons

**President & CEO,  
Assembly for the Arts**

President of Music,  
Music/Musique NB

**Program Curator, York  
Region Arts Council**

Program Manager,  
Arts & Creativity and  
Accessibility Coordinator,  
Iowa Arts Council

**Project Leader, Austrian  
Music Fund**

Radio & Media Relations,  
Alberta, Warner Music Canada

**Radio Promoter, UMG**

Sales Manager, Residence Inn,  
Marriott Calgary Downtown

**Senior Advisor, Creative  
Industries, Music  
Development Officer,  
Senior Advisor, Creative  
Industries Fund**

Senior Cultural Planner,  
City of Victoria

**Senior Development Officer,  
CKUA Radio Network**

Senior Director,  
Communications, Country  
Music Association

**Superintendent – Arts and  
Culture, The City of Calgary**

SVP, Marketing,  
Tourism Calgary

**Tallinn UNESCO City of Music  
Project Manager, Tallinn  
Culture & Sports Department**

Vice-Chair, Alberta Music  
Industry Association

**Vice President,  
Recording Academy**

VP of Growth, Gener8tor

**VP of Marketing,  
Visit Fort Wayne**

VP of Programs,  
Rasmuson Foundation

**VP of Sales, Explore Asheville**

## THE EVENT IN NUMBERS: SOCIAL MEDIA INSIGHTS

	Facebook	Instagram	Twitter	Linked In	Total (approx across all platforms)
Social Engagement Rates:	1.3K	9.25%/117	480	4K	6K
Post Reactions & Likes:	271	1.9K	298	3.6K	6.1K
Comments:	44	32	16	84	180
Shares & Saves:	190	99	155	405	500
Impressions:	34K	23K	37K	151K	245K

### MCC Alberta Social Mentions:

Tweets

51

Retweets

108

IG Post Mentions

84

IG Post Mention Likes

1485

Total MCC Alberta Social Mentions

135 (across all platforms)

### Specific MCC Alberta Content Insights:

Instagram Impressions

4,279

Linked In Impressions

3,316

Facebook Reach

10,344

Twitter Impressions

14,993

Total MCC Alberta Social Impressions

33K (across all platforms)

### MCE Website Activity:

/music-cities-convention

3,631

/alberta-mcc

3,096

/alberta-mcc-2021

2,656

Total Page Views

9.4K (approx)

### Email Newsletter Insights:

Subscribers Reached

4K (approx)

Link Clicks

2.3K (approx)

# EARNED MEDIA & PRESS MENTIONS

## List of publications with locations:

FYI Music News	Canada
Global News CA	Canada
Calgary Herald	Canada
Edmonton Journal	Canada
Studio Bell CAw	Canada
Calgary CTV News	Canada
National University Singapore	Singapore
Music Mile	Canada
Calgary Arts Development	Canada
Stagehand App	Canada
Experience York Region	Canada
Majestic Collaborations	USA
To Do Canada	Canada
Explore Edmonton	Canada
The Globe and Mail	Canada
RD News Now	Canada
Edmonton Journal	Canada
Smarter Communities.media	United Kingdom
Music Norway	Norway
CIMA Music	Canada
Chatter Block	Canada
Italia Music Export	Italy
West Anthem	Canada
Canadian Live Music	Canada
Amplify Music	USA
Alberta Music	Canada
CBC Radio	Canada
CKUA	Canada
King Eddy	Canada

**TOTAL PUBLICATIONS**  
**29 (25 PRE-EVENT & 4 POST)**  
**TOTAL EDITORIAL REACH**  
**ABOUT 160M**





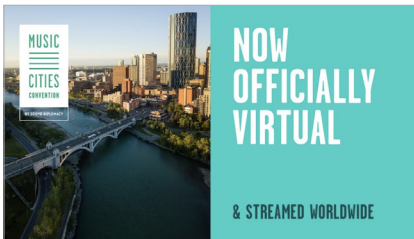
# OUTSTANDING SOCIAL EXAMPLES:



## 1. NUS Singapore

(one of the biggest/most renowned universities in Singapore)

[Read More](#)



## 2. Embassy of Canada to Italy

(8.5K Instagram Followers)

[Read More](#)



## 3. Italia Music Export

[Read More](#)



## 4. CKUA Radio

[Read More](#)



## 5. Music Norway

[Read More](#)



## 6. Michael Marc Wood

(11.1K Twitter Followers)

[Read More](#)



## 7. Explore Edmonton Corporation

(17k Twitter Followers)

[Read More](#)

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## OUR NEXT MUSIC CITIES CONVENTION

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**TULSA, OKLAHOMA, USA**  
**2-5 NOVEMBER 2022**

EARLY BIRD TICKETS ON SALE NOW:  
[WWW.MUSICCITIESEVENTS.COM/TULSA-TICKETS](http://WWW.MUSICCITIESEVENTS.COM/TULSA-TICKETS)



**I'D LOVE TO START AN IDEA  
EXCHANGE IN THE EDMONTON/  
CALGARY CORRIDOR WHEN IT COMES  
TO MUSIC AND TECH. ANYBODY  
WANT TO JOIN SOMETHING?**

Product/Marketing Lead @ BLive Music

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## GET IN TOUCH!

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Please feel free to contact us regarding  
any Music Cities inquiries.

**Camila Anino**

Business Development & Partnerships Manager

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