

Breathe Sunshine African Music Conference announces speakers

Leigh Morgan, the head of International Trade Marketing of Believe Digital UK, is to be the keynote speaker for the second day of the Breathe Sunshine African Music Conference. Believe Digital is a leading European distributor for the independent music industry.

The session will be presented by the French Institute and will explore the industry debate on 'Streaming vs downloading and how the industry is shifting'. Kazim Rashid from the UK will also join the conference as part of the British Council Connect ZA partnership. Rashid has held senior roles at Vice Media and Warp Records as well as consultancy roles for brands such as Converse, Red Bull and Microsoft.

Other notable speakers include: Nomndeni Madakhai (Edits Communications MD, Kalawa Jazmee), Sipho Sithle (Moshito/Native Rhythms - CEO), Ready D (Artist/DJ/Presenter), Shaun Duvet (Ultra/Anything Goes/Coco/Electric - CEO), DJ Mizz (Artist), Mpumi Phillips (Sheer Music), Shane Cooper (Cards on Spoke/ Composer), Damon Forbes (Breakout Agency - CEO) and Mark Horne (Publicist Machine - Strategic Director).



Topics that will be covered throughout the conference are:

- Art of Business & Music Partnerships - Presented by BASA;
- Brand Music Strategy;
- Streaming - Understanding the new revenue models for the digital music industry - presented by IDM Mag.com;
- Short and Sweet Music Video Awards - Meet the Directors;
- American Accents in our Music and Media;
- The State of the Cape Town Music Industry;
- Digital distribution, streaming vs downloading and how the industry is shifting - Leigh Morgan (UK) presented by French Institute;
- Empower Your Art Workshops powered by SAE Institute;
- Emerging Promoters and Artist - presented by British Council/ Connect ZA partnership;
- Refining and Developing Your Artist Brand and Image;
- Meet the Makers
- Felix Laband
- DJ Maranza
- Shane Cooper

- DJ Mizz;
- Creative Strategies for Electronic Music Producers - presented by Ableton;
- Bridges for Music DJ Workshop - presented by Pioneer DJ and facilitated by Scratch Lab;
- Producer Workshop - African Dance Music Technology presented by Charles Webster; and
- Technical Workshop - presented by Paul Bothner Music and Roland South Africa.

For more information, go to breathesunshineconference.com.

For more, visit: <https://www.bizcommunity.com>