

Music Exchange 2013 getting down to the business of making music

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Music Exchange, South Africa's two-day independent music conference that gets everyone in the music industry talking, is set to take place from 21-22 March 2013.



As a much-anticipated highlight on the Cape Town music calendar, Music Exchange brings the industry together to discuss, debate, collaborate and get down to the business of making music. Every year it offers artists, industry professionals and like-minded individuals the chance to network, exchange ideas and catch up on the latest industry trends.

"Music Exchange had the result of tangibly opening up the 'mysteries' of the industry to people who were keen enough to attend," said Stuart Rubin, former Senior Vice President International Commercial Marketing Group for Sony BMG. "The speakers were experienced, practical and open people who had no reason not to answer candidly when asked - this definitely benefited delegates of the Exchange program."

In 2013 Music Exchange has taken it a step further by creating a digital album from selected artists interested in uploading their demo on <http://www.soundcloud.com/musicexchange/dropbox> thereby qualifying them to be selected to feature on this collaboration album, celebrating the rise and rise of South African music.

All attending artists' submissions will be considered for selection.

Artists will also be selected to perform at a showcase and are requested to upload their demos together with a photograph and a short biography no later than Friday, 15 March 2010.

Over the years Music Exchange has been able to boast a number of success stories.

Collaboration between Evolver One and International Promoter and Manager, Doug Davenport at the 2010 Music Exchange conference was key to the group successfully recording their third album. This yielded four radio hits. For 7th Son the introduction to Stuart Rubin, former BMG Marketing Director, at the 2009 conference led them to re-record the Australian hit 'The Boys Light Up', which went on to become their first hit.

Music Exchange 2013 will provide an amazing platform for producers, artists and everyone interested in knowing more about the music industry, affording them the opportunity to interact with industry giants! Invest in your career in the music industry and book today!

Tickets now on sale see website:

www.musicexchange.co.za

Dates

21 and 22 March 2013

Venue

Cape Town City Hall

Ticket Prices

1 day ticket at R299

2 day ticket at R499

Music Exchange Concert 22 March 2013 Tickets R100-00 sold online or at the door.

For media related queries, interviews, photos and media accreditation to attend the conference, please contact Gwen Ironsi

- Tel: 072 656 1906 or e-mail: gwen@pambericommunications.co.za.

For more information on Music Exchange 2013, and booking details please contact razia@triplementertainment.co.za.

Or visit the website www.musicexchange.co.za.

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